

PRICE 25

CENTS



# INDUSTRY

**TODAY and  
TOMORROW**

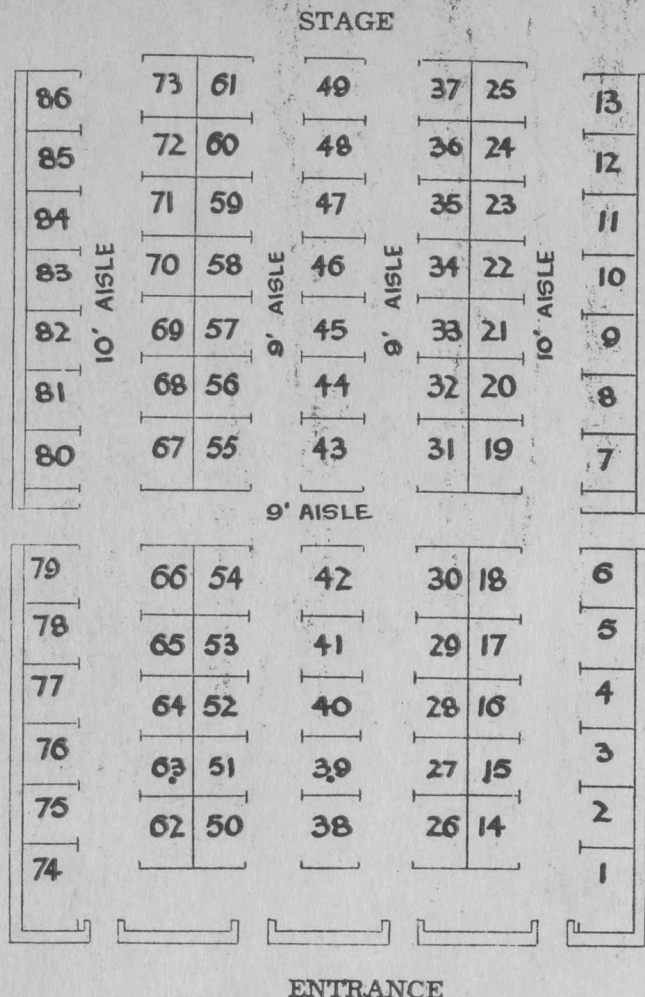
**INDUSTRIAL EXHIBITION**

PRESENTED BY

**THE SALES AND ADVERTISING CLUB  
OF WINNIPEG**

**CIVIC AUDITORIUM · JUNE 18-22, 1946**





**SAVE THIS  
PROGRAMME**

It entitles you to a  
draw for a valuable  
prize.

The draw will be  
made Saturday, June  
22.

**Nº 1754**

# FLOOR PLAN of EXHIBITS

*The thanks of the Winnipeg Sales  
and Advertising Club go to the  
forward-looking exhibitors whose  
displays are listed here.*

## EXHIBITORS

	Booths
Sales and Advertising Club of Winnipeg .....	1
Claude Neon Ruddy Kester Ltd.....	2 & 3
Canadian Industries Ltd.—Salt Div...	4
Winnipeg Electric Company .....	5 & 6
Canadian General Electric Co. Ltd....	7
Thorkelsson Ltd. ....	8
Canada Packers Limited .....	9, 10 & 11
Hygiene Products Ltd. ....	12
Clark Bros. & Co. Ltd. ....	13
Department of Mines & Natural Resources .....	14 & 15
Bar-Dol Products .....	16
Harrison & Anderson Co. (Display Artists) .....	17
International Business Machines Co. Ltd. ....	18 & 30
Trans-Canada Air Lines .....	19
Metropolitan Plan—Greater Winni- peg .....	20
Scott-Bathgate Ltd. ....	25
J. H. Ashdown Hardware Co. Ltd..	26 & 27
Mumford Medland Ltd. ....	29
Globe Bedding Co. Ltd. ....	31 & 32
Prairie Distributors .....	37
Berkel Products Co. Limited .....	38
E. T. Sampson & Co. Ltd. ....	39
Maurice Still Agencies .....	40

	Booths
Serv-all Restaurant Equipment.....	41
Isherwood Industries Ltd. ....	42
Burns & Co. Ltd. ....	43 & 44
H. L. MacKinnon Co. Ltd. ....	49
North American Lumber & Supply Co. Ltd. ....	50 & 62
Community Chest of Greater Win- nipeg .....	51
Chipman Chemicals Ltd. ....	52
Paulin Chambers Co. Ltd. ....	55
Patriotic Salvage Corps .....	56
Rehabilitation Group .....	63 & 64
Arborock Corporation .....	65
Photo-Film Industries Limited.....	66
Display Industries of Canada.....	67
Arts & Interiors Ltd. ....	74
National Cash Register Co. of Canada .....	75 & 76
G. H. Wood & Co. Ltd. ....	77
Swift Canadian Co. Limited .....	78 & 79
Hydro Electric Systems .....	80 & 81
Furnasman Mfg. Co. ....	82 & 83
Arctic Sur-Flow Co. ....	86

### AUTO SECTION:

National Motors Ltd.  
Pigott Truck & Tractor Co. Ltd.  
Wright Motors Ltd.



8 175-  
JA

# INDUSTRY

## TODAY

and

## TOMORROW

AN INDUSTRIAL EXHIBITION

*presented by*

THE WINNIPEG SALES AND ADVERTISING CLUB

CIVIC AUDITORIUM

JUNE 18 - 22, 1946



## MANITOBA VETERANS . . . and Sons and Daughters of Manitoba Veterans

who have a clear Grade XI or XII standing obtained as a result of Departmental examinations or if writing Grade XI, are eligible to apply for

### A SCHOLARSHIP

provided by the six licensed brewers and all the licensed hotelkeepers of Manitoba at the University of Manitoba.

Apply to your High School Principal, the Department of Education or the Registrar of the University of Manitoba, for application form.

Contributed by

**THE DREWRY'S LIMITED**

**Geo. A. Wood**  
BUSINESS SERVICES  
PUBLIC RELATIONS

17 Syndicate Block

Tel. 96 053

Secretary:

SALES AND ADVERTISING CLUB

General Chairman:

"INDUSTRY TODAY AND TOMORROW"  
EXHIBITION

IN WINNIPEG IT'S

**Macdonald**  
SHOE STORE LTD.

492-4 Main Street

*"You Are As Young As Your Feet"*

IF IT'S SPORTING GOODS . . .

*We Have It*

**"Baldy" Northcott Sporting Goods**

387 PORTAGE AVE.  
Opp. Boyd Bldg.

**"SPECIALISTS IN SPORT"**

Telephone 96 827



# A MESSAGE

from the

## PREMIER

of

## MANITOBA

HONORABLE STUART S. GARSON



Many people are accustomed to think of Manitoba as a "prairie" province, famous for No. 1 Hard Wheat and other agricultural products of world renown. Yet it is becoming increasingly evident that today this province must measure its progress not only in terms of agricultural production, but by the expansion of its industrial activity as well.

Great progress has been made in Manitoba in the establishment of new industries and in the expansion of those industries which have already made such an important contribution to the development of this province. New skills and manufacturing techniques have been learned, and a steadily increasing proportion of the population is becoming familiar with the many aspects of industrial production.

Manitoba's trend toward a diversified economy has been given additional impetus by the availability of economical electrical power, supplied in the Greater Winnipeg area by City Hydro and the Winnipeg Electric Company, and in the rural areas of the province through the services of the Manitoba Power Commission. Present indications are to the effect that the establishment and operation of small industrial plants in the towns and villages will continue to be a feature of our industrial expansion in the next few years.

The Sales and Advertising Club is to be commended for its initiative in providing, through its "Industry Today and Tomorrow" Exhibition, the means whereby Manitoba people may become more thoroughly aware of the great and growing importance of Manitoba industry.

A handwritten signature in dark ink, reading "Stuart S. Garson". The signature is written in a cursive style with a large, stylized 'S' and 'G'.

Winnipeg, Manitoba.

Premier of Manitoba.



## A Welcome from Winnipeg

"I compliment the executive members and the directors of your club on the enterprise displayed in promoting the 'Industry Today and Tomorrow' Exhibition, which has been designed to present to the public the story of the industrial, cultural and educational progress of this city and province.

"The progress the city and province has been making in these fields has, to some extent at least, gone forward unheralded and unnoticed; and your organization is filling a most useful function in bringing this progress to the attention, not only of our own citizens, but also to the people of Canada and the United States. I give my complete endorsement to your Club's activities in this respect and my best wishes for the complete success of the exhibition.

"In the name of the people of Winnipeg I extend a most cordial welcome to all those who may visit our city to attend the exhibition."

*Garnet Coulter*



GARNET COULTER  
Mayor of Winnipeg

## A Welcome from St. Boniface



GEORGE MACLEAN  
Mayor of St. Boniface

"On behalf of the citizens of the City of St. Boniface, which is so closely tied to the Metropolitan Sister City of Winnipeg that they may well be considered as a commercial and cultural unit, I have much pleasure in extending to the

### SALES AND ADVERTISING CLUB

the warmest congratulations on their enterprise and community spirit in sponsoring the 'Industry Today and Tomorrow' Exhibition.

"I am also happy to convey to them the sincerest wishes of my colleagues on the Council and of all our institutions, our industries and our merchants for the fullest success in their endeavours to promote business in our fair province, and thereby help in the rehabilitation of our returned service men, which is the big problem all governments now face."

*MacLean*



# PROGRAM

● Industry "Today and Tomorrow"

● June 18-22, 1946

● Evenings—7 P.M. to 12 P.M.

Tuesday, Wednesday, Thursday, Friday, Saturday

● Afternoons—1.30 P.M. to 5 P.M.

Wednesday, Thursday, Friday, Saturday

## On the Stage at Each Evening Performance

7:15 Gene Fields.

8:00 The Toppers

8:45 Maxine Ware

9:15 Style Show by Marylla.

Commentator—Beth Lockerbie

10:15 Kennmore Duo

11:00 Award of Door Prize

11:30 The Toppers

Accompanist—Romeo La Flamme

## Style Show by Marylla

3:15 to 4:00 each afternoon

9:15 to 9:45 each evening

For three-quarters of an hour every afternoon, and half an hour each evening during the Exhibition, Marylla, her models and her commentators will be a feature of unusual interest.

Marylla has achieved an outstanding reputation for her ability as a designer and creator of feminine styles, and is an artist in presenting these styles to the public.

*Flowers by Orchid Florist*

## About the Artists

In Chicago, Gene Fields' home town, they label him "terrific" as an entertaining master of ceremonies. Gene heads the cast of artists who will entertain you on the stage every evening during the "Industry Today and Tomorrow" Exhibition.

The Toppers, close harmony singers of the songs of long-ago and the songs of today.

Maxine Ware, colored Blues Singer whose radio personality and beautiful voice have endeared her to all her listeners.

The Kennmore Duo, a colored team of jitterbug and jive artists. These artists present for your entertainment a lively, snappy stage presentation.



# The Sales and Advertising Club of Winnipeg

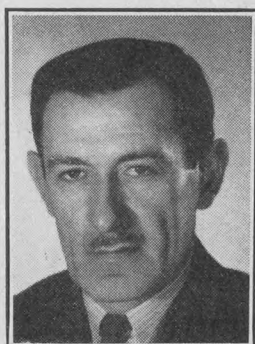
The Sales and Advertising Club of Winnipeg has been operating for two years. In that time it has grown until its present membership numbers 125, and month by month new members are being added to its roster.

Strictly a business club, it is made up of men who have an interest in selling or advertising as it applies to their business and who are willing to share their knowledge so that all members may benefit. The object of the club is the raising of the professional business standards of the sales and advertising profession. A member of the Canadian Advertising Sales Fed-

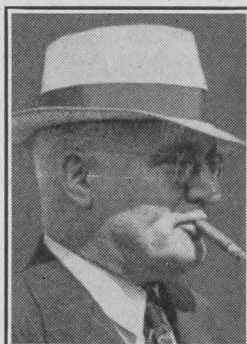


eration, the formation of the Winnipeg club completed a chain of similar organizations that can be found from Coast to Coast. Regular business meetings are held throughout the club year at which outstanding speakers deliver worthwhile messages to those interested in advertising or selling. Apart from this, the club will sponsor a sales forum in the fall that will discuss selling and merchandising problems; in addition it will sponsor a course on advertising that will be most helpful to young men and women who will be able to obtain instruction on advertising fundamentals or broaden their present knowledge.

## Officers and Directors



V. I. Cowie  
President



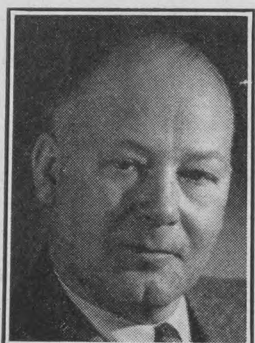
A. E. Parker  
Vice-President



J. Lightcap  
Treasurer



George A. Wood  
Secretary



A. Leslie Garside  
Director



Waldo Holden  
Director



Alex MacGregor  
Director



H. A. Plant  
Director

## A Community Project

The Sales and Advertising Club embarked on a most worthwhile project for 1946 when they offered the services of the club to the Community Chest of Greater

Winnipeg to handle their continuing publicity. This offer was accepted by the Chest executive and a strong committee has been lined up to organize the work.



# Pertinent Facts

about

## WINNIPEG

and

## MANITOBA

*Left—Manitoba Legislative Building  
Bottom—Aerial view of Winnipeg.*



Winnipeg, capital of Manitoba and fourth largest city of Canada, is one of the youngest cities of its size in North America. It is situated sixty miles north of the United States boundary, at the confluence of the Red and Assiniboine Rivers. The city can justly be called the "Crossroads of the Continent," as it lies almost midway between the Atlantic and Pacific Oceans.

With present population of 320,000 it is difficult to believe that only seventy years ago this metropolis was an isolated village of several hundred inhabitants. Yet such was the case, and it was not until 1882, for example, that the first postal delivery was made. The city, however, grew fabulously as thousands of immigrants poured into the prairies from Europe. In one 10-year period alone, the population of Winnipeg increased by 136,000.

This phenomenal growth can be attributed in part to the fact that the city is situated on the nation's main arteries of travel. Railway lines such as the Canadian Pacific and Canadian National Railways, airways like the Trans-Canada, Canadian Pacific and Northern Airlines, and the great Trans-Canada highway, have all tended to stimu-

late growth, not only in size but also industrially, until now, while the grain trade is still one of the city's great commercial assets, Winnipeg is recognized as the manufacturing and distributing centre of the west and the northwest. Of great advantage to the manufacturer is the fact that Winnipeg is close to the great Hydro-electric development plants and power can be secured cheaply for industry. In the Province, power plants are situated at Pointe du Bois, Slave Falls, Seven Sisters, Pinawa and Great Falls, all of which are close to the city.

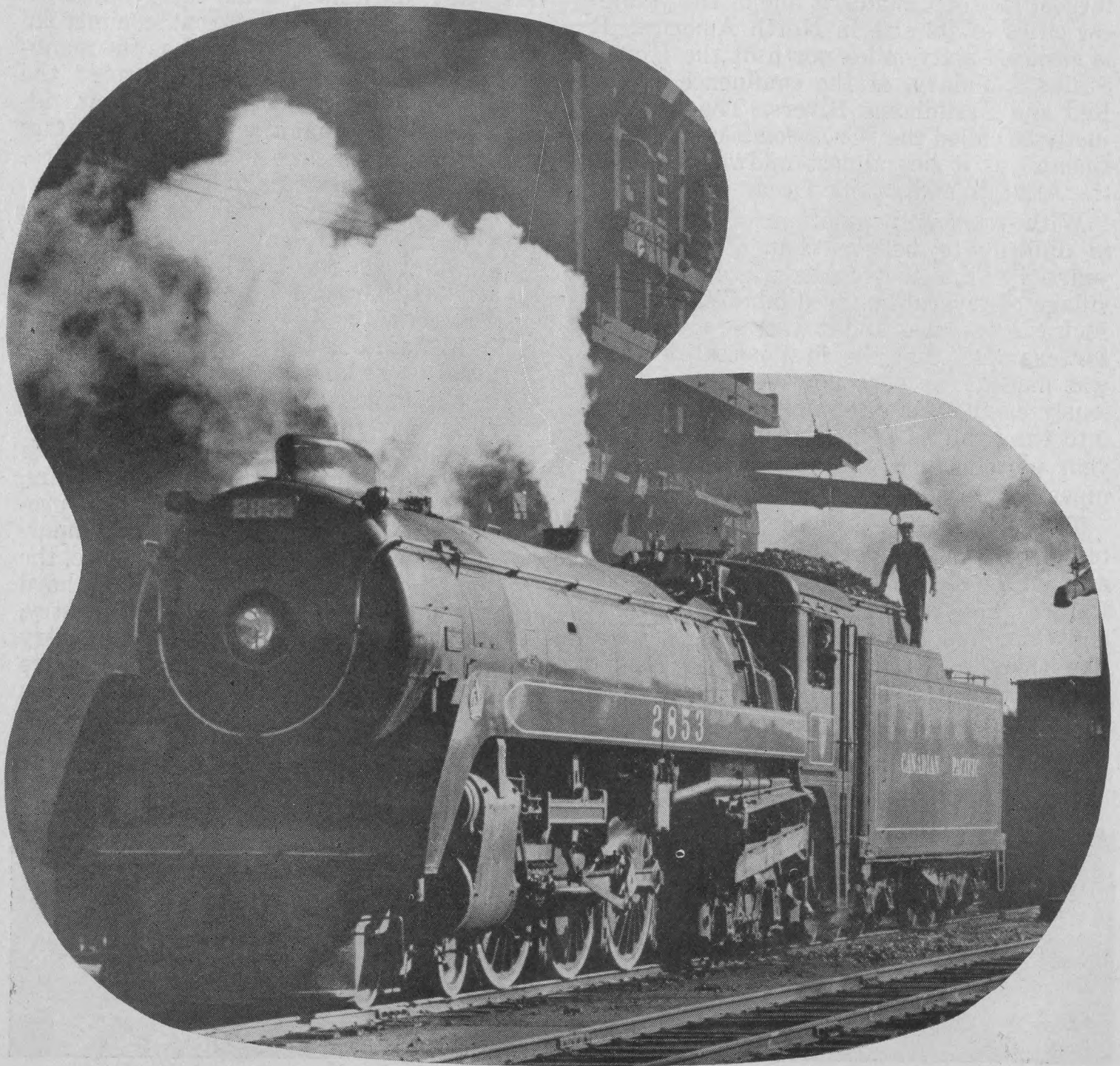
While Manitoba has a large fertile farming area, a very large portion of the province lies in the famous Pre-Cambrian formation which is very rich in minerals of all sorts. The resulting development of the mining industry, although of fairly recent years, has been startling in the wealth it has produced. Other industries of primary importance to the province besides, of course, the production of Manitoba Number One hard wheat, include the pulp and paper industry, fisheries, the cattle trade, the dairy industry and the fur trade, and others which are covered more fully in later pages of this book.



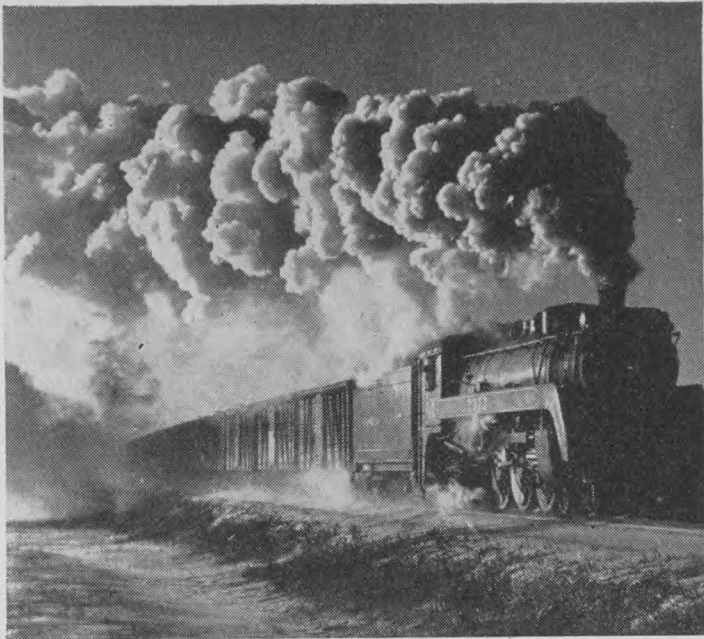


# COMMUNICATIONS

This section deals with Communications—an industry within itself—catering in part to other industries and in part to the individual. It is a comparatively new industry; yet it is one on which the young West is founded, for without its various media we in the west could not exist. It brings us the food we eat—the clothes we wear; and carries to the world the products of our vast land. It brings us news of the world and entertains us: tells our story to the world and broadens our viewpoint.







# Winnipeg Railroads

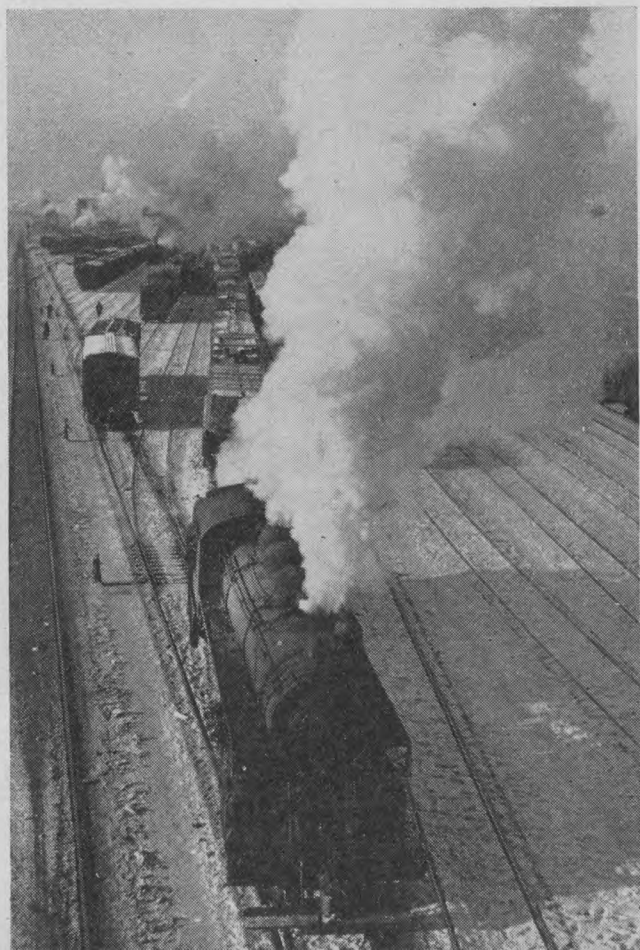
For the Canadian Pacific Railway, Winnipeg is four things in one. It is headquarters for the company's western lines; headquarters for the Manitoba district; the location of vast terminal yards; and the location of Weston Shops, the main locomotive and car repair shops for western lines.

With supervision extending from the eastern limit of Port Arthur to the end of the line at Courtney, B.C., the headquarters at Winnipeg will this year spend approximately \$20,000,000 on improvements for western lines. To maintain the railway's many operations in the city, approximately 5,000 people are employed, including those trainmen whose duties take them to outside points.

Widely known as the largest individually owned railway terminal yards in the world, Winnipeg's terminals accommodate over 300 miles of trackage serving almost 1,000 local consignees for whom 315 sidings are provided. On busy days the yards handle more than 5,000 cars. They are equipped with a "hump" which, enabling freight cars to move under their own momentum, facilitates the handling of the tremendous traffic. Riders jockeying enormous train loads over the hump is one of the most spectacular rail-roading sights in the west.



*Photographs show various shots of the  
Winnipeg terminal yards.*



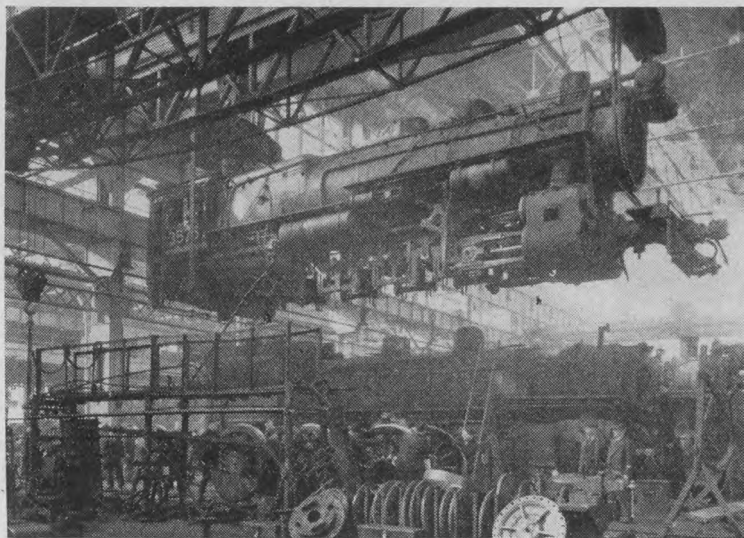


# GOOD CITIZENS OF THE WEST

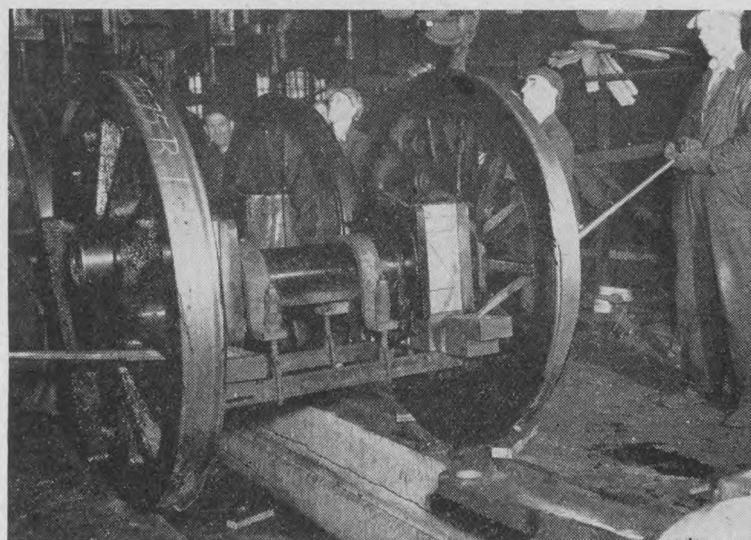
Railways are good citizens in the sense that they "spend at home." With some 9,000 employees on its payroll in the Greater Winnipeg Area, the contribution of the Canadian National Railways to Winnipeg's welfare is high. Labour costs comprise some 47 per cent of the CNR's operating expenses.

With large shops in Fort Rouge and Transcona, together with large trackage in yards at both points, Winnipeg is western headquarters for the company, supervising operations from the Head of the Lakes to the shores of the Pacific. Its huge shops, a few of the operations of which are pictured here, build and repair everything for the road from locomotives to freight cars, employing men highly skilled in engineering and machine shop practise, boiler-making, pipe-fitting, and carpentry.

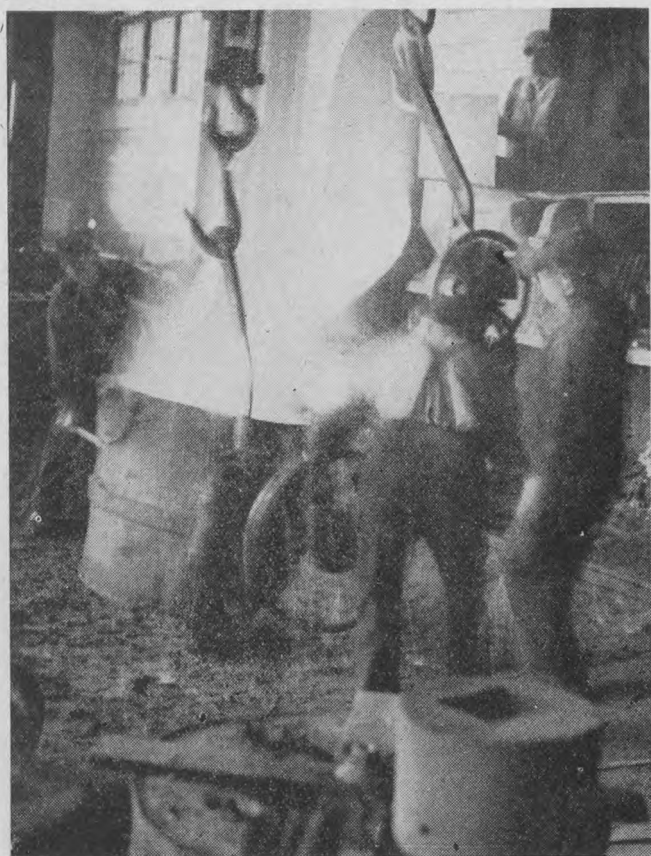
As the commerce and passenger traffic of the nation roll safely and comfortably and swiftly across the great prairies to the sea, Winnipeg's citizens, the railroad men and women, toil to maintain this high peak of efficiency.



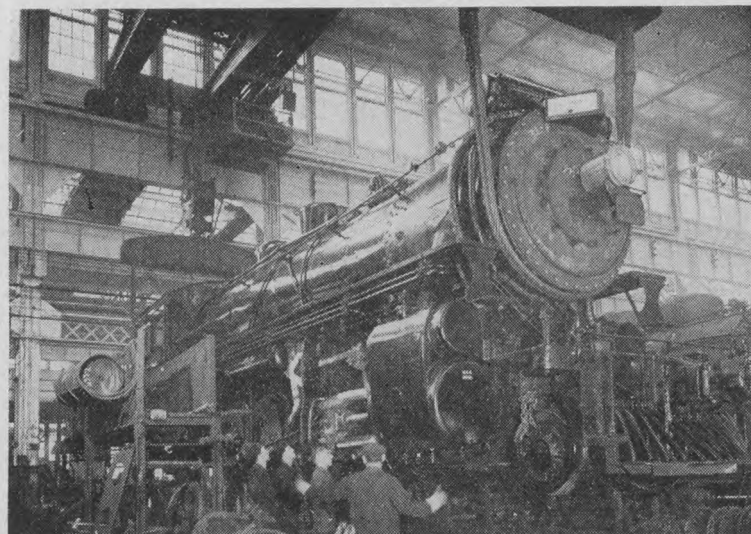
(1) *Engine shops — locomotive repair work. Crane holding approximately 135 tons of steel in mid-air.*



(2) *Locomotive shops — wheels rolled under locomotive ready for re-assembly.*



(4) *Foundry — tapping molten metal from the cupola, where it is melted down, to movable ladle for pouring into molds.*



(3) *Motive Power Shops — crane holding 135 tons of steel in mid-air.*



Left: The Housewife's Quiz, CKRC. Upper Left, Modern Rhythm from CJOB, next the opening of CJOB's new studios, next, a rehearsal of Studio Strings at CKY, next, Studio B and Main Control Panel at CKRC.



## The World of Sound

As each day goes by, radio is assuming a more important role in our daily lives.

From early morning (when you tune in to hear the correct time and temperature) until you go to bed—you look to your radio for news from all over the world, for music, for cultural programs, and for a great variety of entertainment.

Through the medium of radio, Manitoba listeners were afforded the opportunity to sit in on the dramatic signing of the Peace Pact with Japan . . . to hear memorable broadcasts on V-E Day . . . and to keep up-to-date with numberless on-the-spot reports from strategic points in Europe during World War II.

Modern radio combines efficient broadcasting units, modern studios, and the skills of highly trained technicians, writers, directors, producers, announcers and artists—experts in their craft—utilizing every mechanical and technical improvement now available to produce quality broadcasting.

Radio has indeed an important influence in the improvement of the musical tastes of the public, in increasing its knowledge of world affairs, and in its participation in the democratic processes of government.

Winnipeg's three local stations play a great part in Manitoba's community life. The fact that so many listeners tune in these stations is a tribute to the high standard of broadcasting in this city.







## BY WINGS SPEEDING THROUGH THE SKIES

An outstanding phenomenon of our generation is the extension of air routes throughout the world. So important had they become as routes of trade and commerce not even the war could disrupt them.

Trans-Canada Air Lines takes its place among the important world transportation systems and after eight year of operation, its domestic and overseas operations have proceeded in an orderly manner. By the end of 1945, TCA was flying over eleven million miles a year; carrying over three million pounds of mail; one million pounds of express and 183,000 passengers.

The Company is in a year of rapid expansion and in 1946 the route mileage will be increased by 67%. Plans for new domestic service include: an operation between Winnipeg and Edmonton, via Saskatoon; a shortened trans-continental service across the Great Lakes; operations along the lower St. Lawrence and direct flight between Edmonton and Vancouver. Other projected services are between Halifax-Boston, Port Arthur-Duluth; Toronto-Chicago, Toronto-Cleveland and Victoria-Seattle.

Throughout 1945, Trans-Canada Air Lines continued operation of the Canadian Government Trans-Atlantic service and it is expected that by the close of this year it will operate a flight a day in each direction, between Canada and Great Britain.

While Trans-Canada Air Lines services are Dominion-wide and extend overseas, Winnipeg forms the heart of the entire organization. Nearly 50% of the total employees of TCA are located in Winnipeg, representing a pay-roll in the city of close to a million and a half dollars.







## Personality in Newsprint

Newspapers, like cities, possess individual and definite characteristics, and the two Winnipeg daily newspapers have developed these from years of service and close contact with the people whose interests they have at heart.

They firmly believe in the democratic way of life, mingling with all classes and all races, fostering the community spirit to be found in Winnipeg.

The reason for this prestige which the Winnipeg daily newspapers have won in Winnipeg and throughout the whole of the Dominion is the very high standard of newspaper service which both papers give to their readers — a standard unexcelled in any other city of comparable size on the North American Continent.

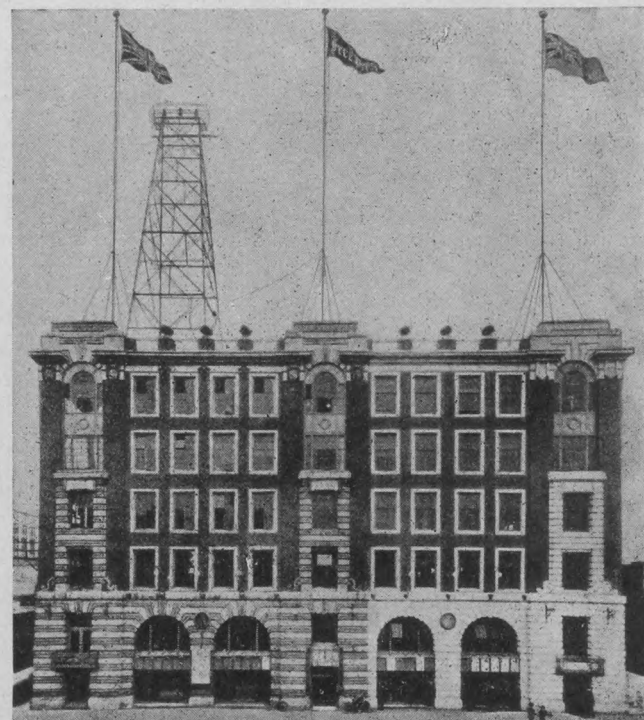
These newspapers have gained a reputation for integrity in their editorials, their news and advertising columns. Each newspaper is a vital, independent political force, yet few newspapers are as free and open to the expression of opinions of those with whom they differ.

These newspapers not only give the news—they give the whole news without bias; and their reputation for editorial comment extends far beyond the confines of the City and Province which they serve.

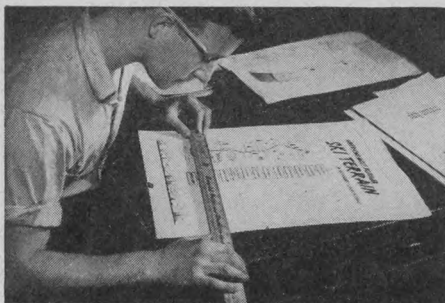
The Winnipeg daily newspapers are fully alive to their responsibility and are everlastingly seeking ways of improving their service to maintain the confidence placed in them.



*The homes of Winnipeg's two daily newspapers. (Above) The Winnipeg Tribune. (Below) The Winnipeg Free Press.*







SCALING COPY



CAMERA

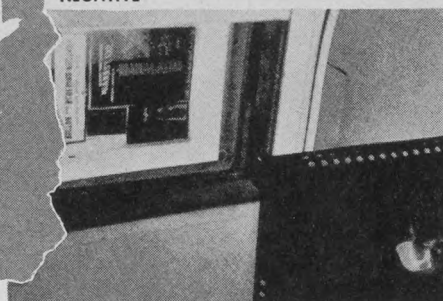


NEGATIVE



STRIPPING

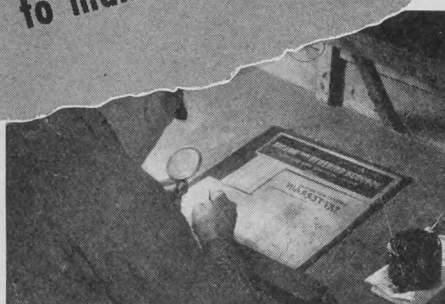
*Here's What it takes*  
to make a simple "line cut"



PRINTING



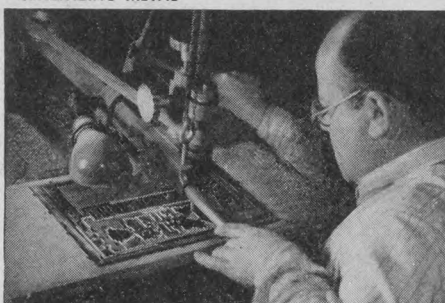
SENSITIZING METAL



TOUCHING UP PRINT



ZINC ETCHING



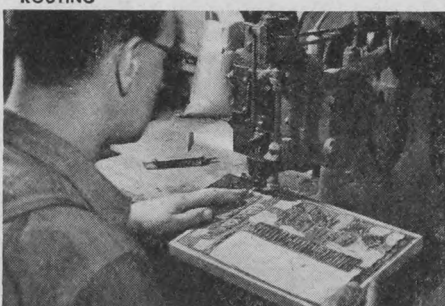
ROUTING



FINISHING



PROOFING



MOUNTING



GAUGING

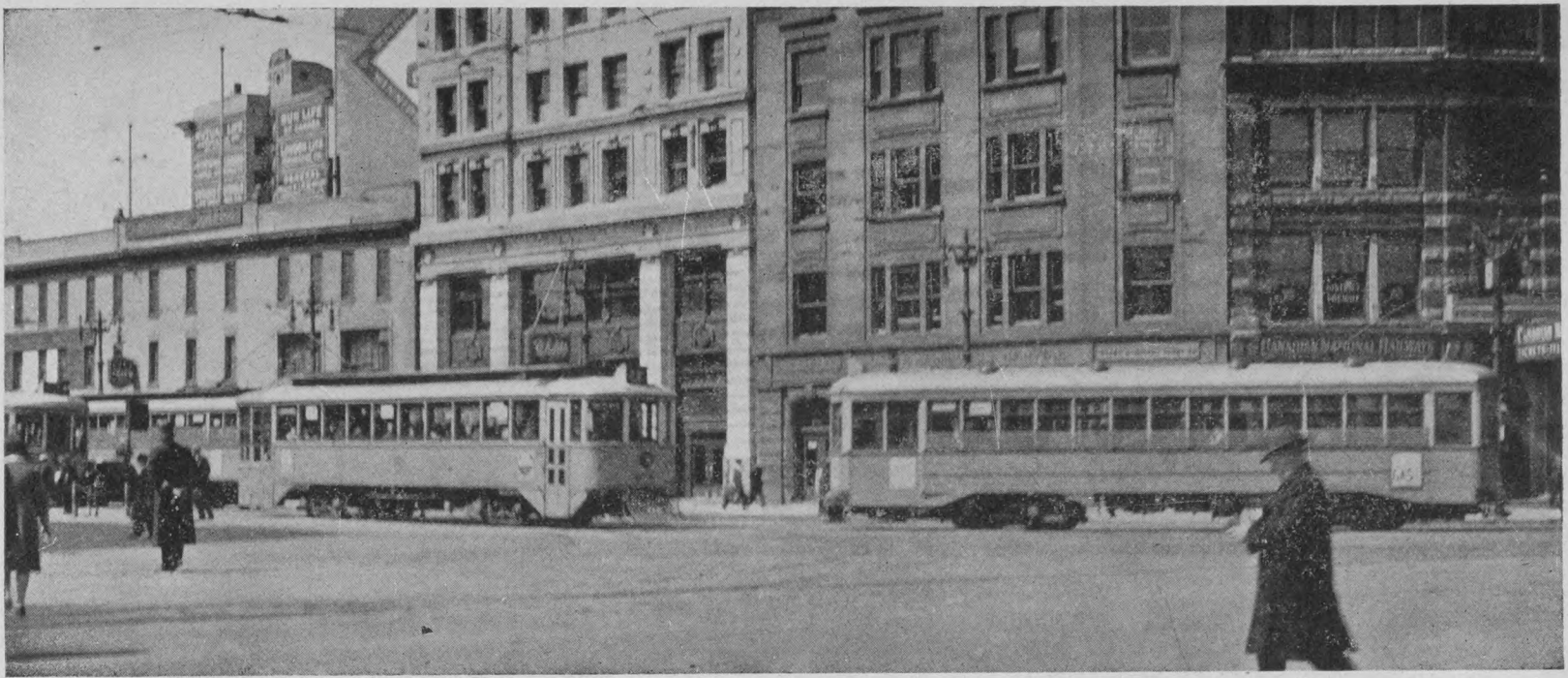
"Line-cut"—"zinc"—"engraving"—no matter what you call a *line engraving*—it takes at least twenty hands to make one—and there are nine other operations required besides the ones we've shown. We'll be happy to show interested advertising people how it's done at any of our three complete plants in Montreal, Toronto and Winnipeg.



SALES OFFICES IN VANCOUVER, CALGARY, EDMONTON,  
REGINA, HAMILTON, LONDON, WINDSOR,  
OTTAWA, HALIFAX

*Largest Makers of Printing Plates in Canada*





## Winnipeg on Wheels

From the day of the primitive horse-drawn car to the present time the story of street transportation is the story of a city's growth and the abiding faith of its citizens in their community.

In 1882 a horse car service was instituted in Winnipeg. Cars did not have protected platforms nor were they heated in the winter. To protect passengers from the cold a bed of straw was scattered on the floor of the car.

In 1891 the first electric car appeared—the first chapter in a story of fifty years progressive service.

As the city grew, new residential sections were made accessible. Street cars were made more comfortable. With the advent of the automobile, people's ideas of comfort began to change and these changing demands were met and often anticipated. Buses were introduced in districts hitherto unserved. A fleet of 175 is now in operation.

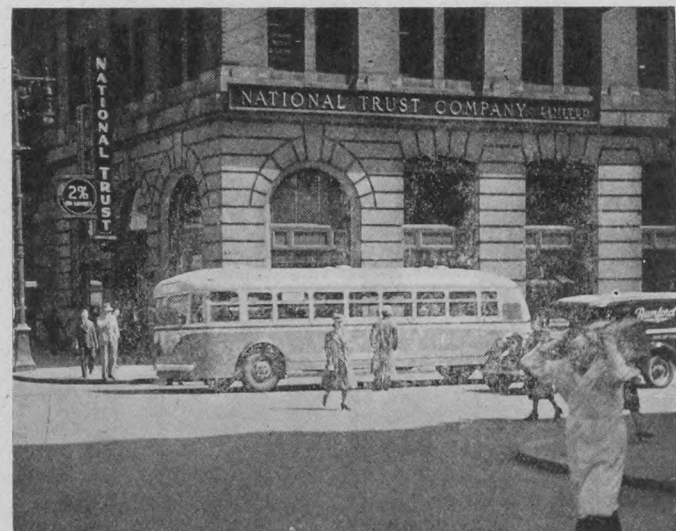
Perhaps the greatest step in Winnipeg's transportation history was the decision to experiment with the trolley bus. This vehicle, combining the advantages of street cars and of buses, proved immensely popular. Today thirty of them are operating on four heavily travelled routes and plans for their extended use are under consideration.

Winnipeg's beautiful parks and golf courses, its historic sites reminiscent of pioneer days, are all served by the transportation system.

Courteous operators and trained information clerks are at the service of the citizens and visitors alike. Winnipeg has reason to be proud of its transportation facilities built up from primitive beginnings.



*(Top) Street cars throng the corner of Portage and Main at Midday. (Centre) A new trolley bus and (below) a modern gasoline bus.*

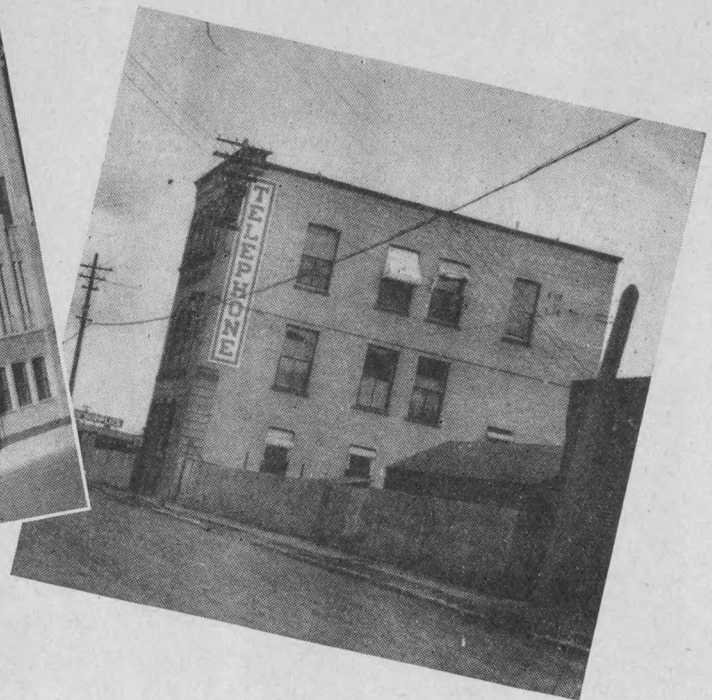




# A High Per Capita Use of Telephones



(Left) The new offices, Manitoba Telephone System. (Right) The original headquarters.



Telephone Service in Manitoba dates from the year 1880 with one small Exchange in Winnipeg. In 1882 Winnipeg had 340 subscribers, and Exchanges were established in Brandon with 51 subscribers, and Portage la Prairie with 17 subscribers.

In 1908 when the Government purchased the system of the Bell Telephone Co., there were 14,011 telephone subscribers within the province.

Under Government control, telephone service in Manitoba has progressed, expanded and developed to its present high standard of economical efficiency, adopting in the course of its growth every means of increasing the transmission of commercial and social intercourse.

The development of the telephone in Manitoba has been on a large scale, the system covers practically all settled parts of the Province, and will continue to assist in the development of Manitoba to an extent when isolation will be eliminated, and rural dwellers will be in as close touch with their neighbors as are the citizens of our larger cities.

Manitoba with approximately 729,744 people has 101,209 telephones, of these 97,518 are direct

subscribers to the Government System, the other 3,691 being connected with municipal or private system. These municipal and private systems have direct connection with the Government Long Distance Lines, and enjoy with the Government subscribers all the benefits which accompany connection with the Government System.

One telephone for every 7 people will compare favorably with any other country in the world, and Manitoba is a young and comparatively sparsely settled province.

The Long Distance Lines of the system are continually being extended to new districts besides additional long distance circuits erected on existing leads to take care of the increase in business offered.

The Long Distance Telephone also serves the Northern Mining district of Manitoba, generally known as the country north of 53, as well as Central Manitoba and San Antonio districts. The Long Distance Service not only extends to almost every inhabited part of the province, but has connection with all points throughout the world which have telephone facilities.



# Power for Winnipeg

From the Winnipeg River, about 80 miles north-east of the city, comes the electric power for Winnipeg's homes and industries. An ample supply is available as the present combined capacity of the Pinawa, Seven Sisters, Great Falls, Pointe du Bois and Slave Falls Power Plants exceeds 400,000 h.p. Another 160,000 h.p. can be obtained by additions to existing plants.

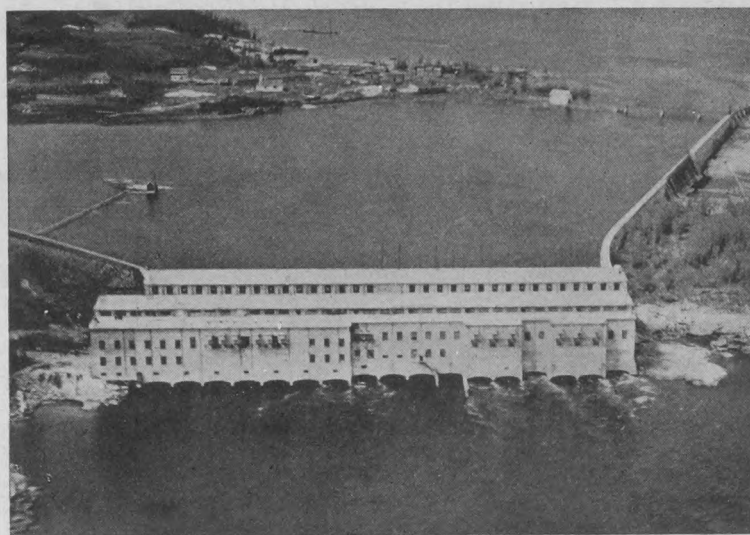
The Pinawa, Seven Sisters and Great Falls plants generate power for the Winnipeg Electric Company but the Pointe du Bois and Slave Falls plants are owned and operated by the City of Winnipeg. The City Hydro Slave Falls plant is now being extended to double its capacity. When completed, this plant will have a total output of 96,000 horsepower.

The cost of electricity in Winnipeg is extremely low. The average domestic rate for 1945 was less than eight-tenths of a cent. Low rates were largely responsible for the average consumption in 1945 by domestic customers reaching the record figure of 5,469 Kilowatt Hours.

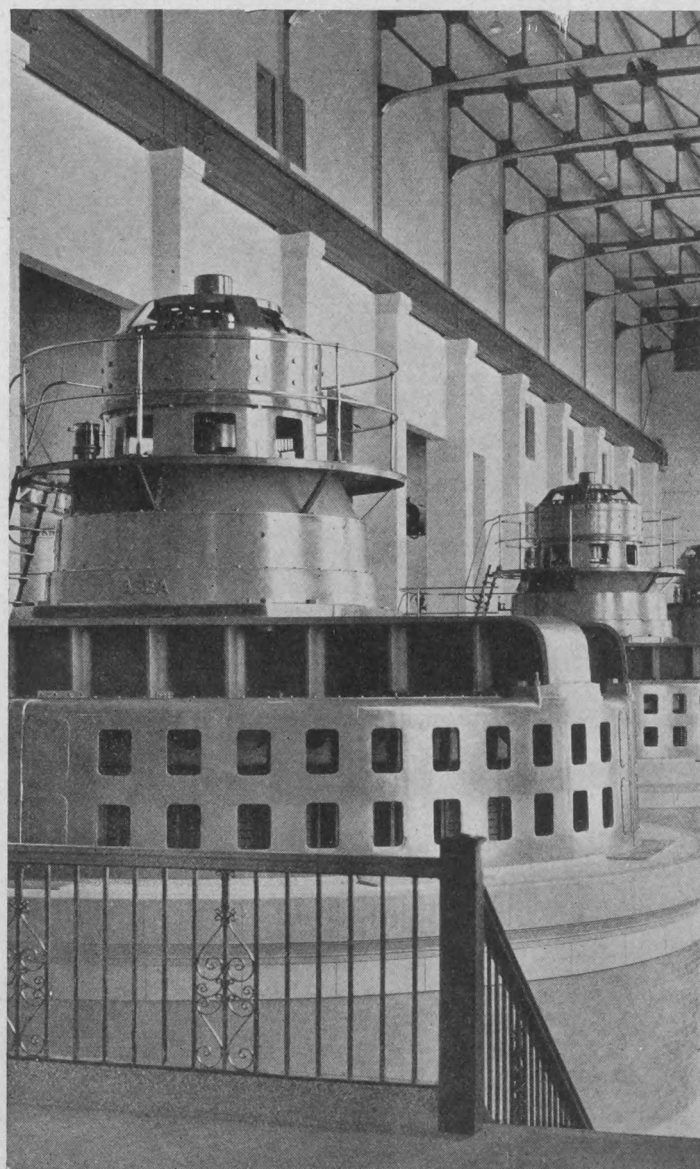
In addition, low electric rates have contributed greatly to the industrial progress of the city.

For emergencies, the municipal system operates a Stand-by Plant in conjunction with a Steam Heating System which supplies steam heating service during winter months to buildings in Winnipeg's downtown area. The City of Winnipeg also operates its own Street Lighting Department.

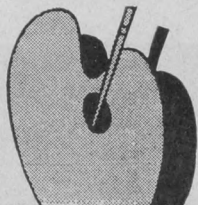
The municipally-owned electric utility, which showed a record profit for 1945 of \$754,424 has won world-wide recognition as an example of successful public ownership.



*(Above) Point du Bois Power Plant, six miles upstream from Slave Falls. (Below) Generators at Slave Falls, each 12,000 h.p.*

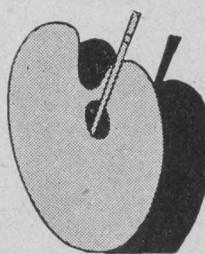
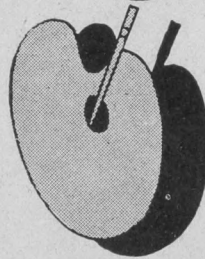
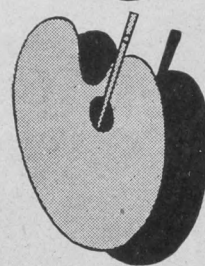
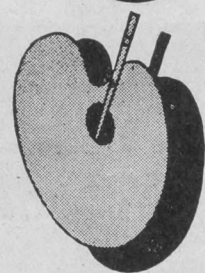
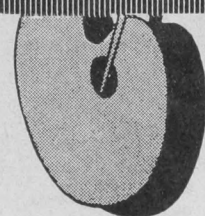




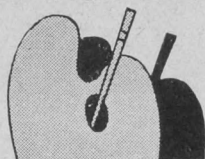


# BRIGDENS

OF WINNIPEG LIMITED



ARTISTS — PHOTOGRAPHERS — PHOTO ENGRAVERS





# Printing and Publishing A Dynamic Local Industry

With 172 establishments employing 2,445 people, the printing and publishing industry is the third largest in Manitoba. It is exceeded only by the railways and the meat packers, according to a Dominion Bureau of Statistics report published in July, 1945.

More important is the power of the printing and publishing industry to stimulate business as well as to influence, develop, and direct public opinion. As the Encyclopaedia Britannica points out, "Printing turned the darkness of the Middle Ages into light, secured to posterity the intellectual achievements of the past, and furnished a means of recording all future progress."

Nothing short of amazing is the rapid development, within the memory of our oldest printers, from the wood screw press to the modern giant, high-speed rotary and color presses, from all hand-set type to the latest developments in mechanical typesetting as well as in the supplementary processes such as engraving, lithographing, and photo offset.

In all phases of printing and publishing Manitoba may well be proud of its achievements. Here are published daily newspapers that are held in high regard all across Canada and in countries beyond our borders. Here is published the leading monthly farm journal in the British Empire and the general magazine with the largest circulation in the Dominion. Here are published some of the best trade publications in Canada while book-binding, catalogues, and job printing of practically every conceivable description is turned out in our plants.

Worth noting is the fact that no less than \$3,666,849 is paid in salaries and wages while the total value of goods produced is \$8,772,766. Not many industries return so large a part of their total production in the form of salaries and wages.

Since the future welfare of Manitoba is so closely associated with the printing and publishing industry, there is good ground for confidence and assurance of brighter days ahead.





# *Stovel Company Limited*

365 Bannatyne Avenue

WINNIPEG

-

MANITOBA

PRINTERS

-

LITHOGRAPHERS

-

ENGRAVERS

AND PUBLISHERS OF

## NATIONAL HOME MONTHLY

MOTOR IN CANADA

CANADIAN FARM IMPLEMENTS

PRAIRIE GROCER

CANADIAN FINANCE

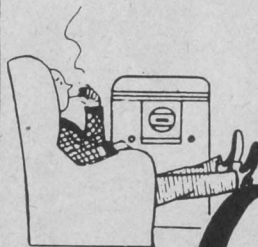
WESTERN CANADA COAL REVIEW

PRAIRIE LUMBERMAN

CANADIAN WELDER, BLACKSMITH AND REPAIRMAN

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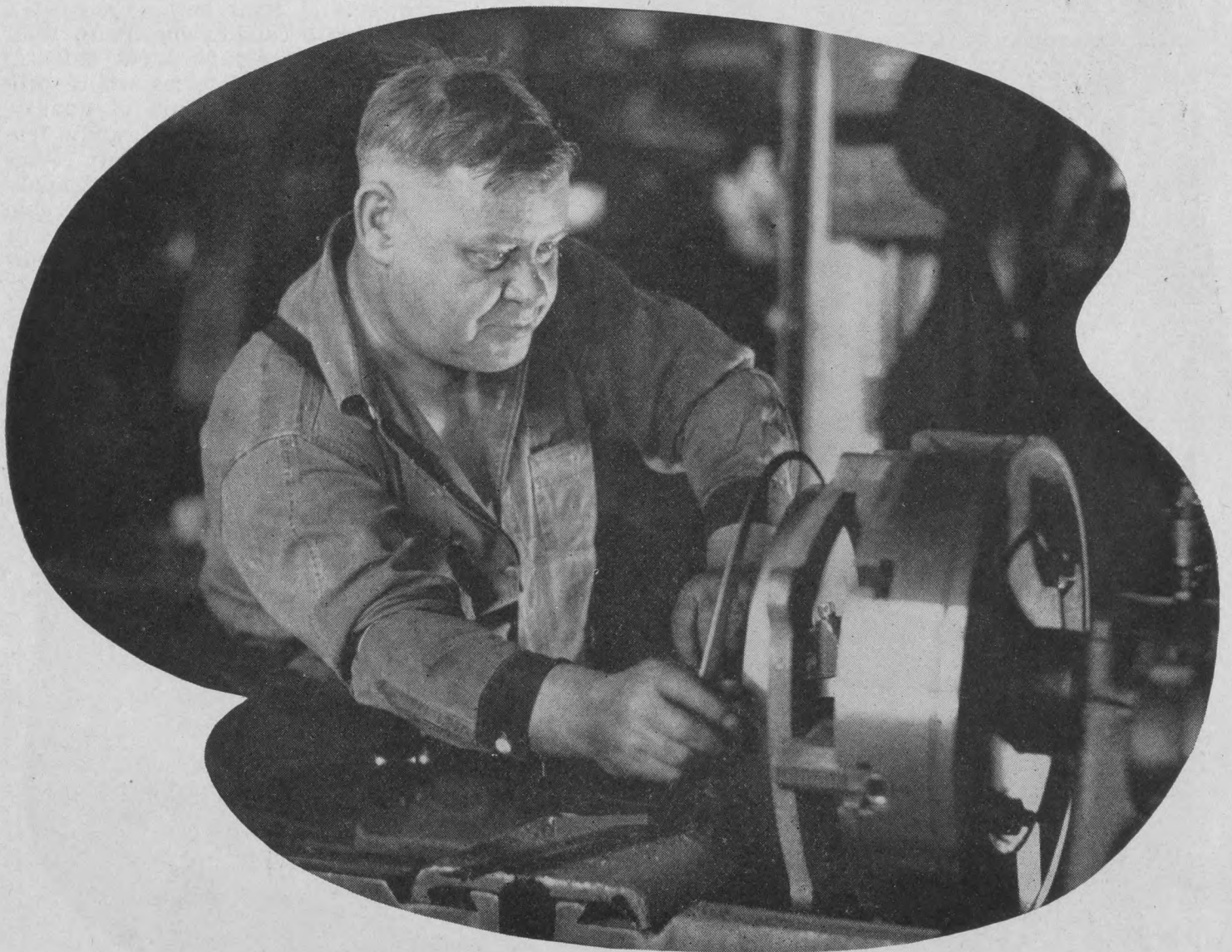
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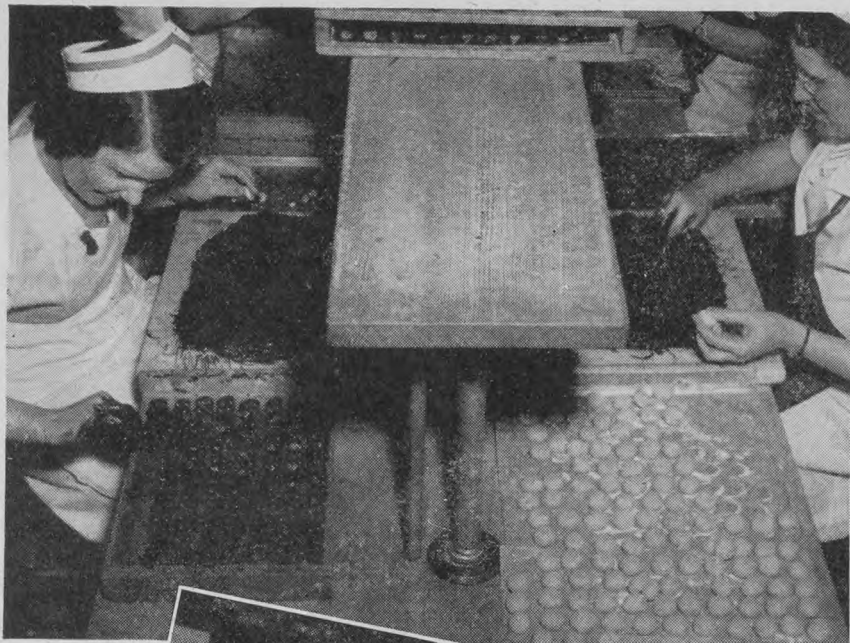
# MANUFACTURING IN MANITOBA

When the great plains of Manitoba attracted settlers in their thousands from the east and from Europe, the province quickly became famous because of the yield of her rich and fertile farmland.

Since the rise of the cities, however, industries of all types have sprung up, often from tiny beginnings, and in later years industry has assumed ever-increasing importance, until the value of manufactured articles in the province exceeded agricultural products, which has been the case ever since.

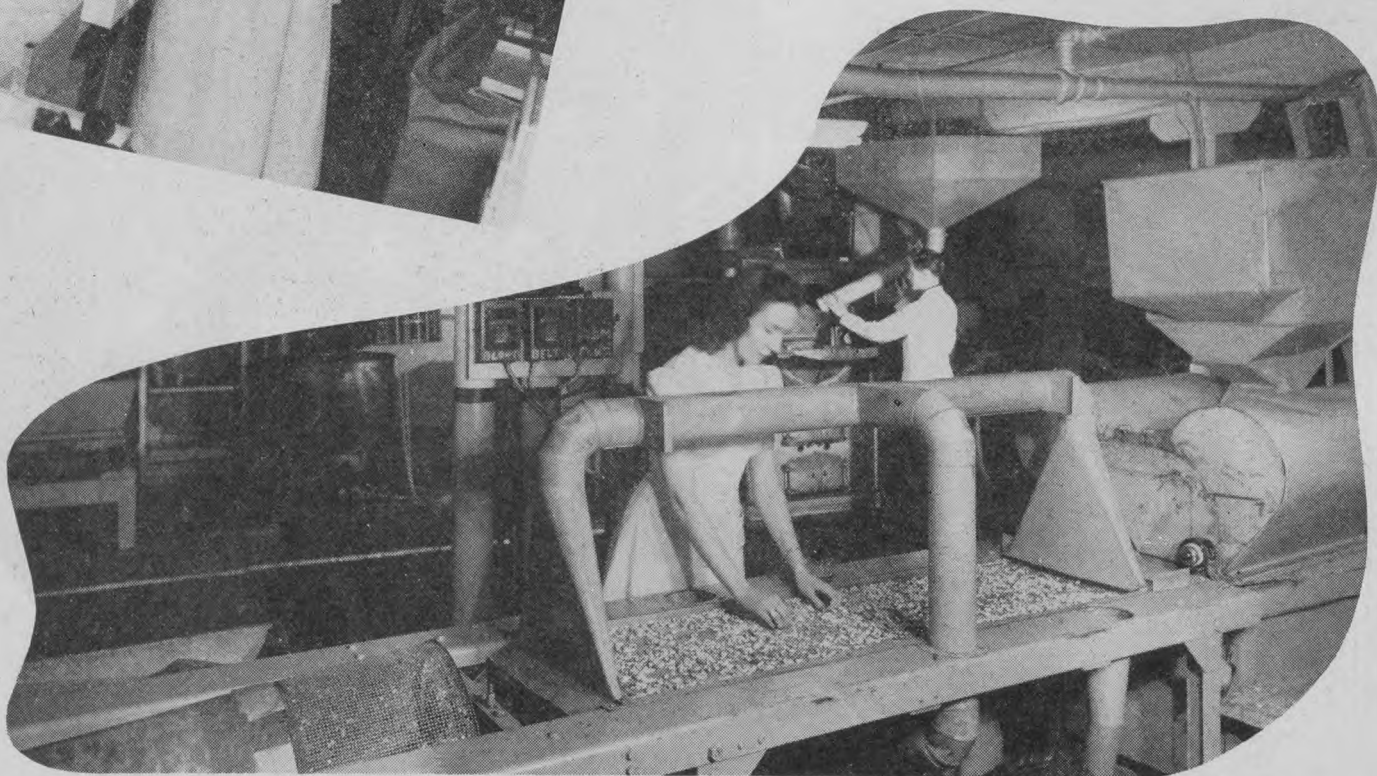




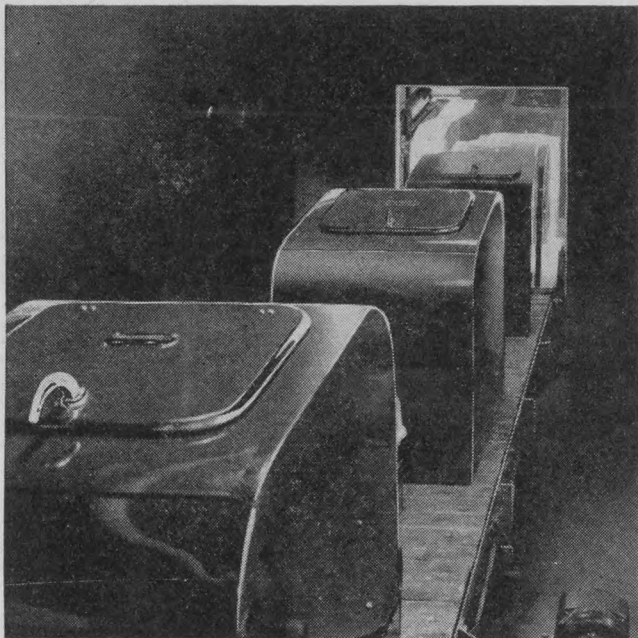


## Candy Making

The candymaking industry is well established in Winnipeg and the products of local factories are on the counters of stores throughout the Dominion. Brand names of local candy firms, which to us are household words, are known far and wide as the by-word for sweets at their best. Chocolates, fancy biscuits, hard candies and many other toothsome delights are turned out daily in modern well-equipped factories where production is based on a formula of quality, variety and cleanliness. With candy factories right in the heart of the city, Winnipeggers are assured of an ample supply of sweets, fresh daily, and have considerable pride in this thriving industry which will expand rapidly when normal supply conditions again exist.







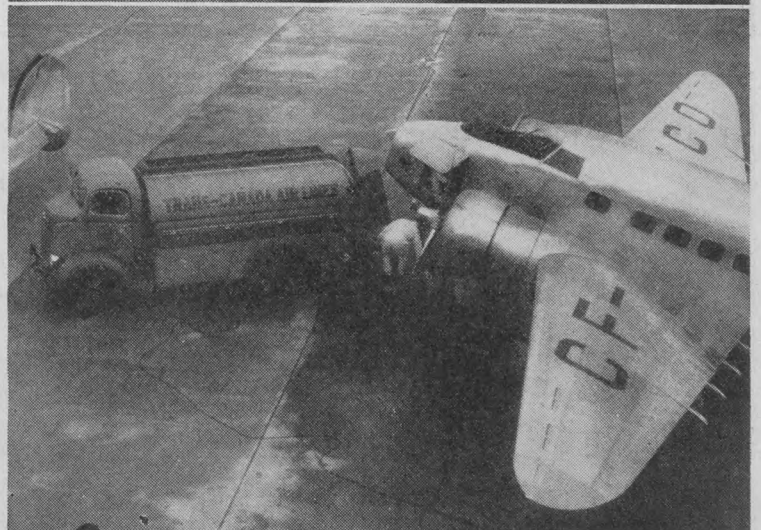
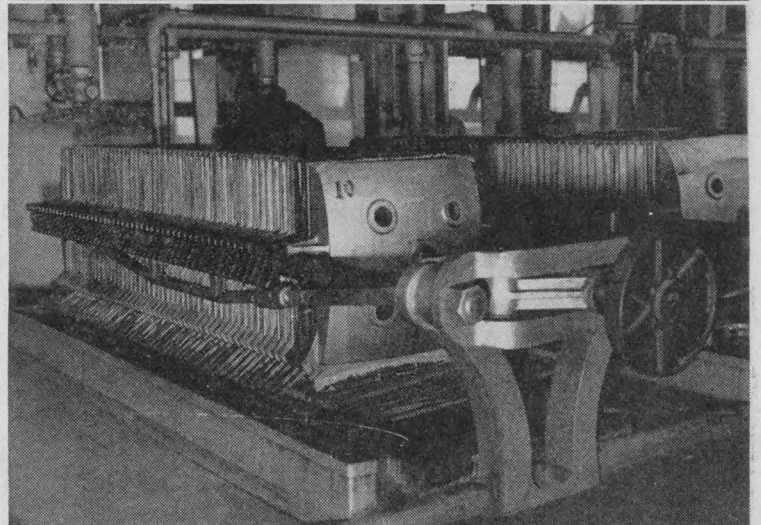
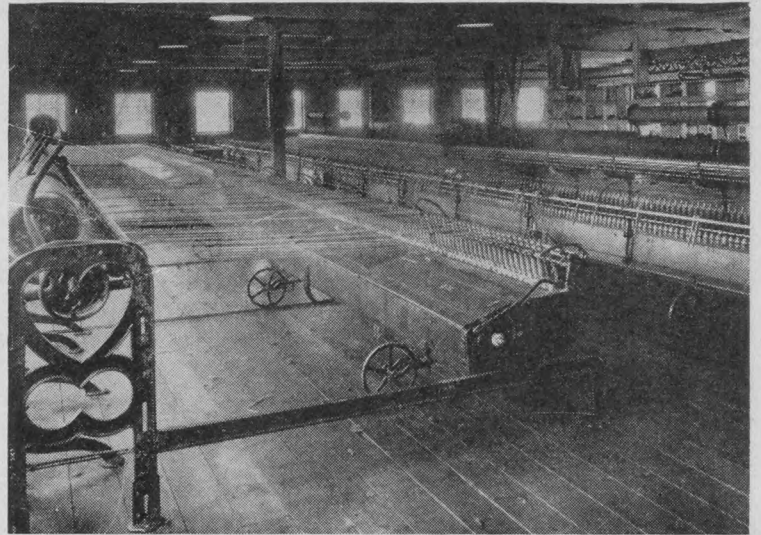
## All Types of Industry Thrive

Hoppers for Furnasman Stokers moving between banks of infra-red lights after enamelling: this process bakes the enamel in eight minutes, and is part of an elaborate assembly line in the modern factory: the completed machine comes off the end of the line.

A thriving woollen industry has grown up in Manitoba, with literally millions of blankets being produced during the war years alone. Right is a partial view of a spinning room at Fairfield's Woollen mills, Little Britain, Man.

Centre right is one of a series of filter presses designed and built at Vulcan Iron Works. Such filters are used in the sugar beet industry, breweries and similar plants.

A TCA Aircraft is refueled at Winnipeg's busy Stevenson Airport—headquarters for TCA. In its many operations, the truck plays an important part—and the truck was made in Winnipeg by Western Steel Products.





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to match**

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TODAY WE GIVE PARTIAL SERVICE IN BUILDING SUPPLIES.  
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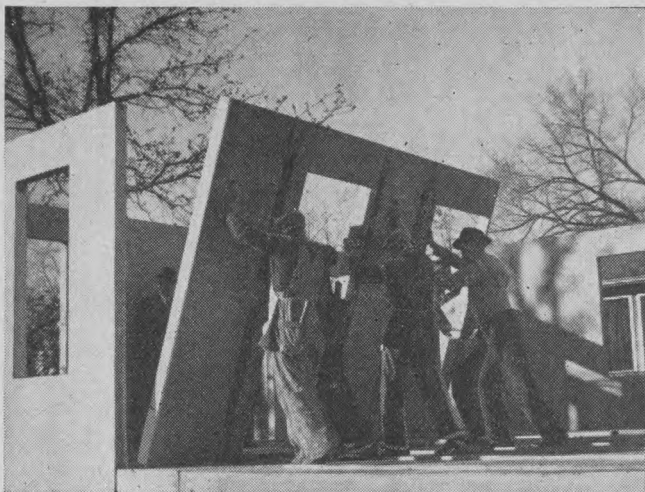
*This Advertisement is placed to assist the Sales and  
Advertising Club in its enterprise.*

**The Winnipeg Paint & Glass Co., Limited**

*Country Club Breads and Pastries*  
*Bonded Baby Beef*

**SHOP - EASY STORES LTD.**





# Products for Better Living

Manitoba's industries are varied and numerous, of which those pictured on these pages are a small part. A wide variety of skills and imagination in market research have developed thriving businesses keyed to fill modern market needs.

Upper left — Winnipeg tackles the housing shortage in a realistic and practical manner — Precision-made homes are factory built by assembly-line methods and erected on the site by specially trained workmen in as little as eight hours.



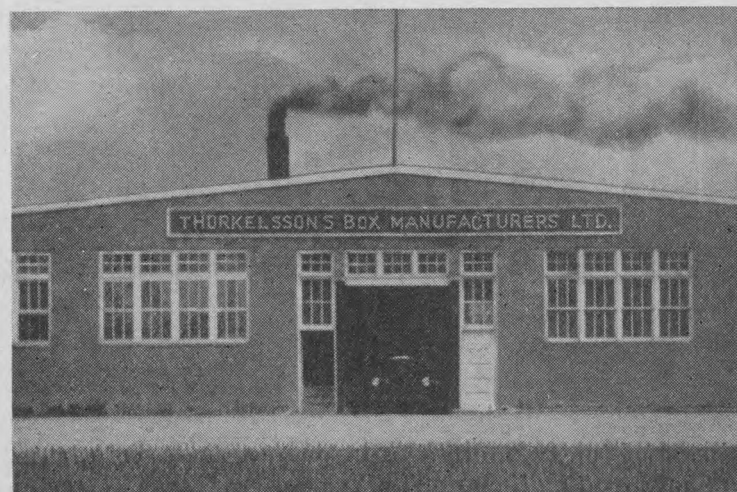
In the BAR-DOL warehouse, a can-sealing machine is shown in operation — the last operation before this super lubricant is ready for the consumer.

A growing industry designs and manufactures gaily-painted figurines, poured in rubber moulds with fine detailing features hand-decorated by skilled operators. Thousands of these figures are on sale all over Canada.



The modern Thorkelsson box factory shown below employs 70 workers and has machinery of the latest type and design. Wood wool insulation is also made here to make houses comfortable for the western climate.

Below also is shown another up-to-date factory, Globe Bedding, who produce bedding and furniture for Western Canadian homes — one of six such factories in Manitoba making bedding and upholstered furniture.





## COAL ORDER NOW

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Demonstration Arranged By:

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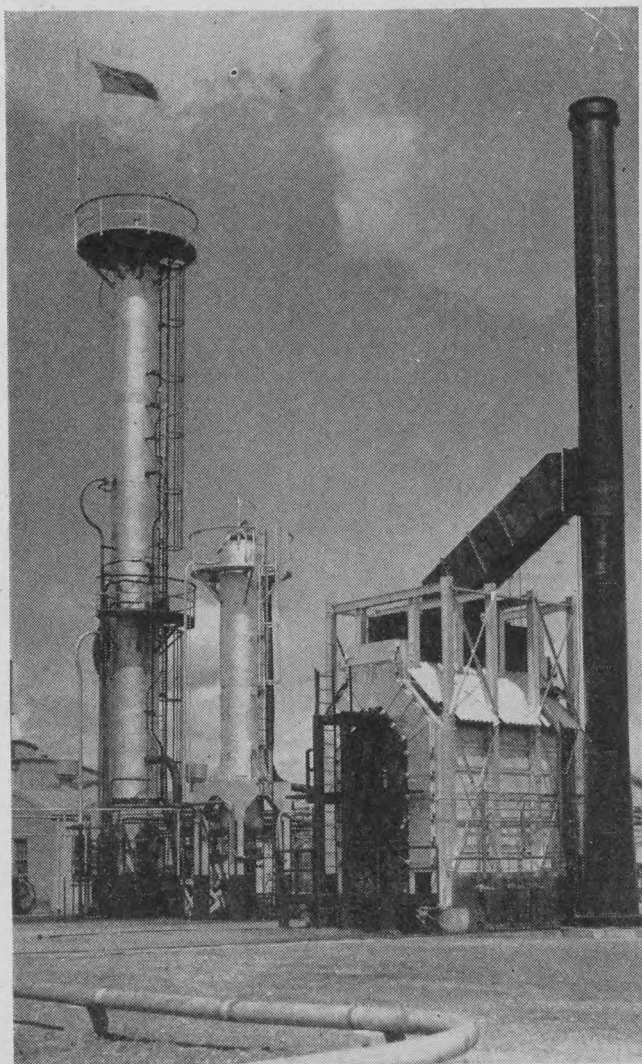
Phone 94 821

A. HARRIMAN



# Heavy Industry in Manitoba

*Right—A trolley bus made  
in Winnipeg.*



*Above—An oil cracking plant at  
Brandon—right: a malting drum,  
one of twenty produced in a  
Winnipeg plant.*

Manitoba is in a favourable situation for manufacturing with low power rates, a good supply of intelligent, skilled labour and good transportation facilities — a combination many a manufacturer seeks hard to locate.

A modern community's prosperity depends to a large extent on its ability to maintain a thriving industrial situation. This is increasingly so in Manitoba, where up to 1939 emphasis was always placed on agriculture. During that year, however, the gross value of manufactured goods surpassed that of agriculture, until in 1944, the gross value of manufactured goods was \$350,000,000 or 36% greater than the gross value of agricultural production. The pictures on this page give an idea of the diversification of industry here: they show but a small part of the total, for Manitobans have gotten into the habit of making things, and, not content with manufacturing for the Western Market alone, are now shipping an increasing number of finished products all over the world.





# A Well-Developed COMMUNITY LIFE







## Focal Point Of Living

Winnipeg is indeed a "Community of Homes," and her citizens take a high degree of pride in their comfort and appearance. Well treed, with wide boulevards and roadways, nearly every street has its own private rear lane for deliveries, unusual in a city of Winnipeg's size. While modern, well-kept apartments are to be found, private homes on separate lots are the rule, with few homes of the duplex and terrace type. Brick and stone being relatively scarce, most homes are built of lumber, while the severity of the winters has added to their comfort by emphasizing adequate insulation and heating equipment. Neat lawns, well-kept flower beds and small vegetable plots are "part and parcel" of almost every Winnipeg home.





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*"The Master Box Maker"*

For 27 years, manufacturers  
of top-quality Boxes and Crates

- TRANSFER CASES
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and other types of Boxes and  
Crates of every design and size

*We invite your inquiry*

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WOOL**  
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**INSULATION**

Gives Greater

Home Comfort

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SEE OUR  
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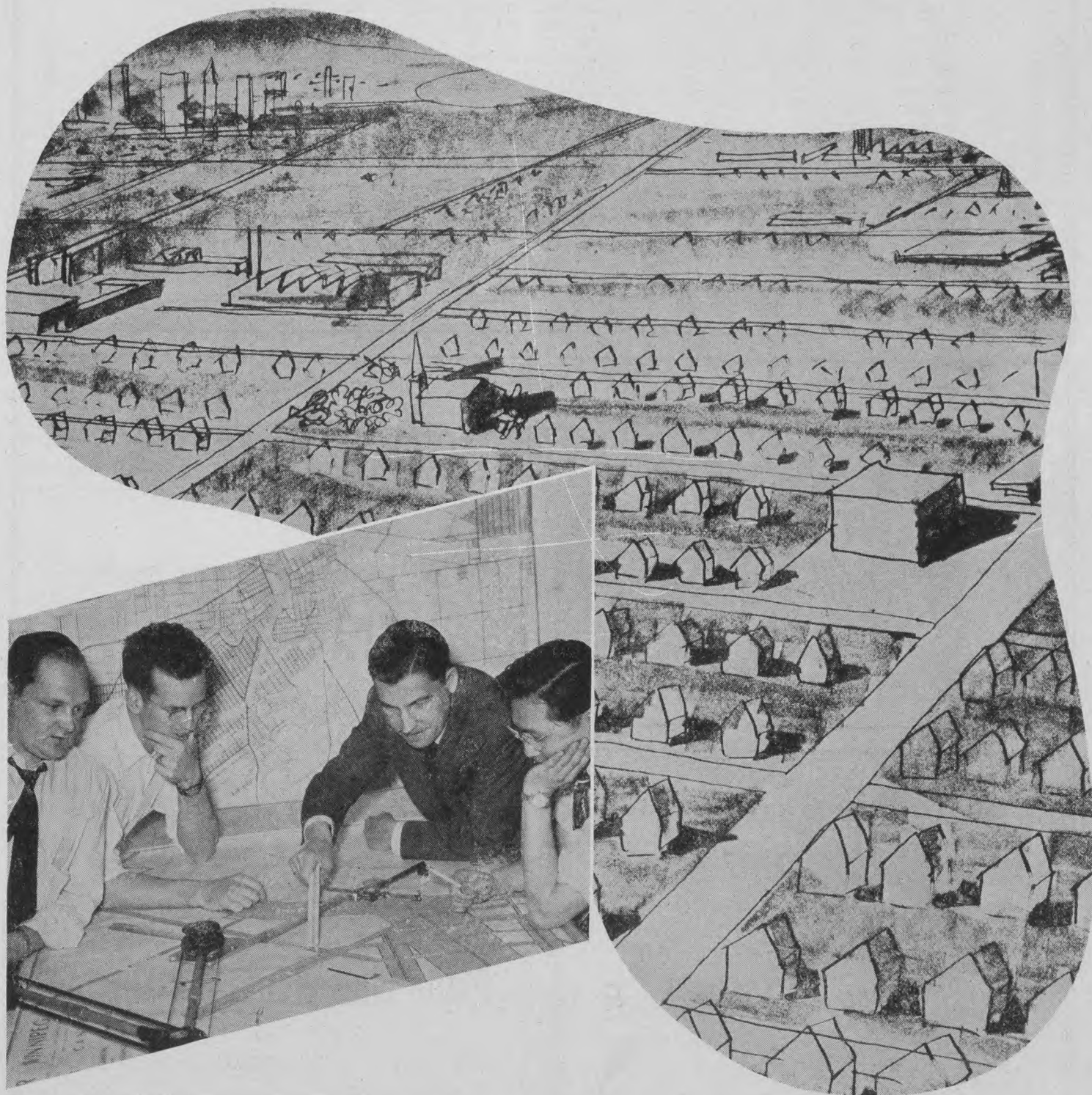
WINNIPEG



# City Planning and Your Family

Many of our fellow citizens, representing all communities in Greater Winnipeg, have been studying for many months ways and means of making our whole Metropolitan Area a better place in which to live. Detailed recommendations are now reaching their final stage, covering such subjects as major streets, transportation, traffic, schools, recreation and parks, zoning and neighborhood development.

On this large scale the over-all requirements of our community are dealt with. The detailed consideration of your neighborhood problems requires your help and suggestions. Visit the Metropolitan Plan Exhibit at the Exhibition . . . discuss with the attendant your ideas about your specific neighborhood and the community at large.





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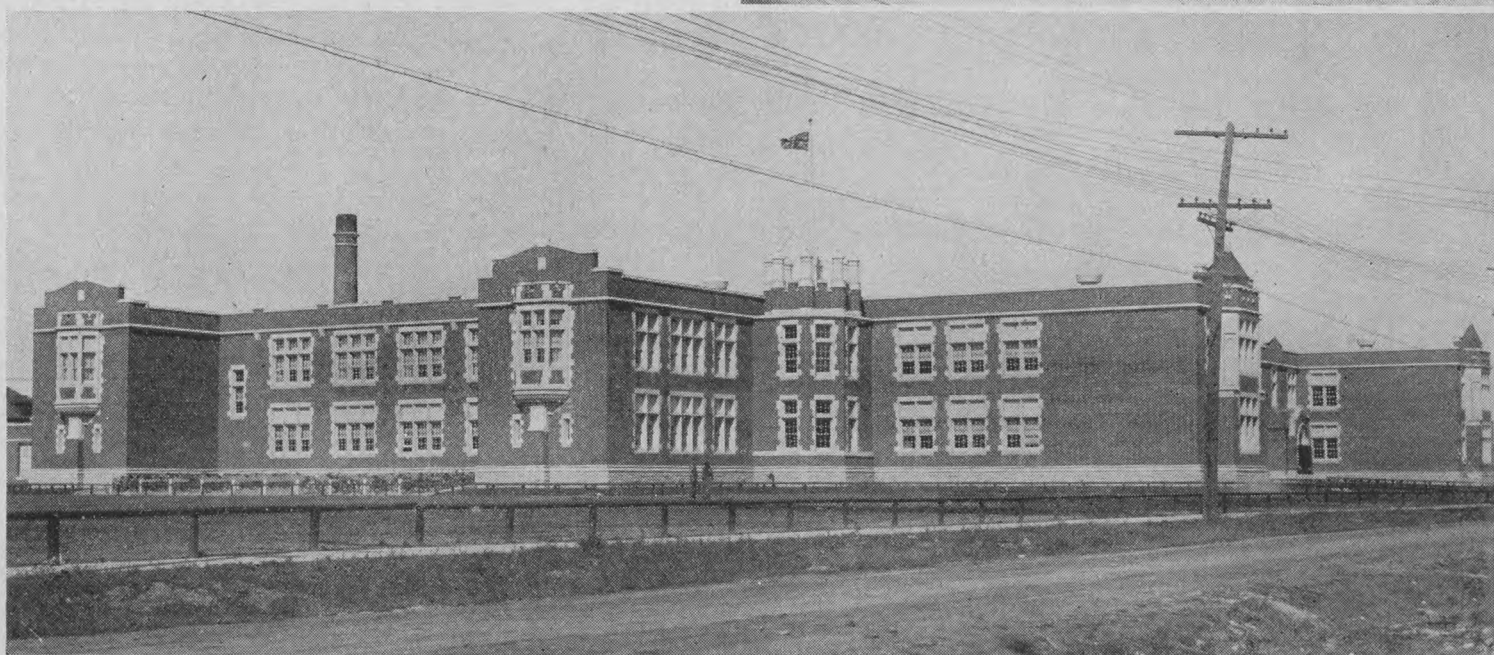


## Training Young Minds In The Right Environment

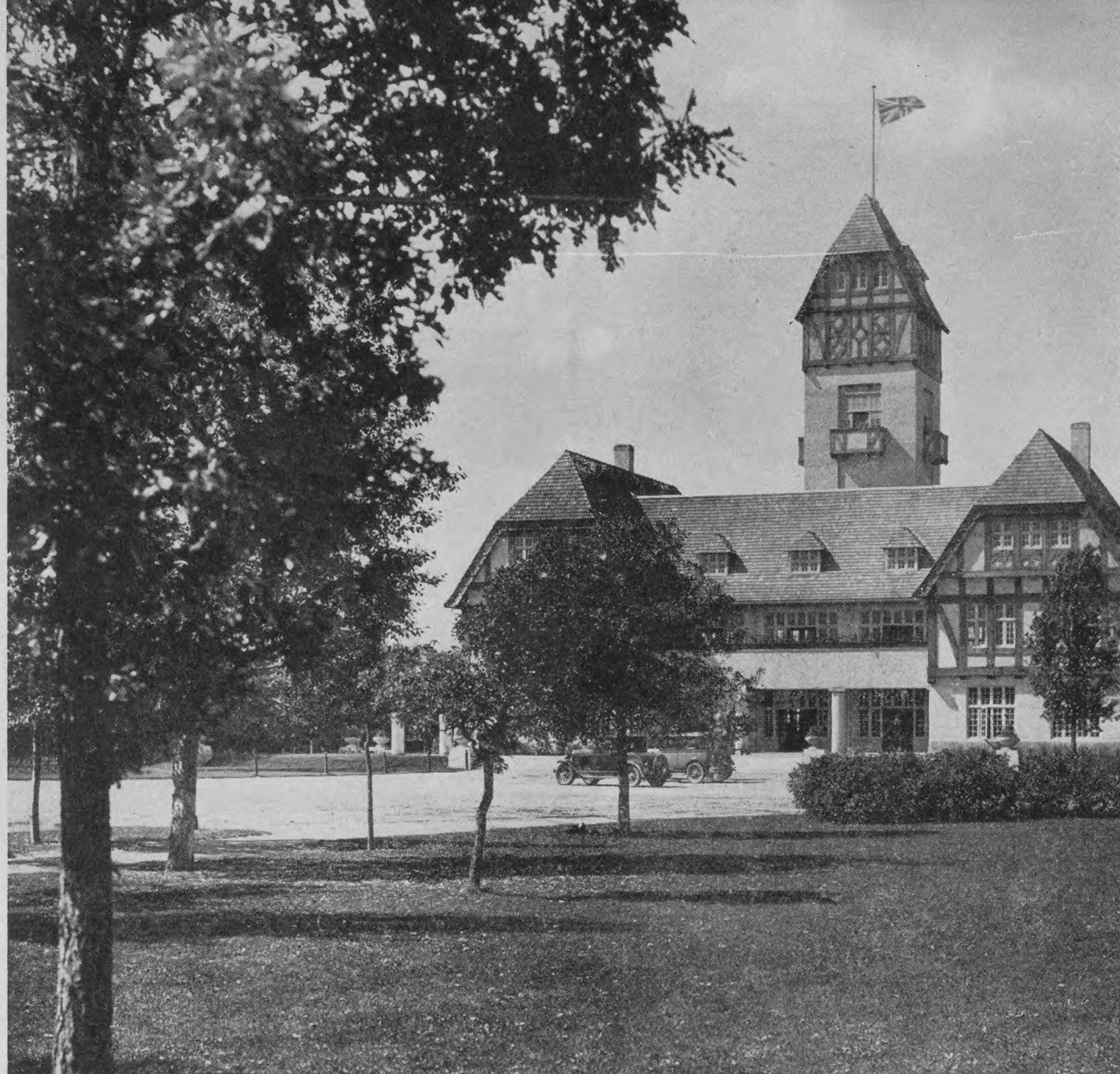
In the belief that the whole art of teaching is one of awakening the natural curiosity of young minds, their training in pleasant surroundings, from kindergarten days to University graduation, is one of the primary considerations of those interested in the future of Winnipeg.

Over fifty Public Schools, under the direction of the Winnipeg Public School Board, provide adequate pre-University or Business College educational facilities for every child irrespective of class, color, or creed. In addition, there are several private and separate schools conducted by religious denominations.

*Winnipeg's schools are equipped for modern instruction. Right, Ravenscourt School for Boys. — Below, Daniel MacIntyre Collegiate Institute.*







*Pavilion at City Park.*

## Winnipeg's Parks and Playgrounds

Within the City limits, or easily accessible to Winnipeg citizens are over one thousand acres of public parks and squares, two Municipal Golf Courses, and three Public Swimming Pools.

The supervision of these properties, presently valued at over two and one quarter million dollars, is in the hands of a Board consisting of His Worship the Mayor, seven other members of the Council, and six City Residents.

Primarily to afford open-air space for Winnipeg citizens, the parks also contain considerable playground area where the children can exercise and play in the sun.

Of the many beautiful parks, the largest is Assiniboine. Its 290 acres of natural beauty has been improved by the planting of trees and shrubs, and the construction of flower gardens, driveways, and a fine pavilion. A Conservatory and Zoo attract thousands each year.

The two eighteen-hole golf courses have a total length of nearly eleven thousand yards, and cover over two hundred acres. The construction emphasizes their natural beauty and makes use of many natural hazards.

Last year, over one hundred and fifty thousand people took advantage of the swimming facilities provided by the three Swimming Pools under the supervision of the Public Parks Board.



# Wide Streets Fine Buildings

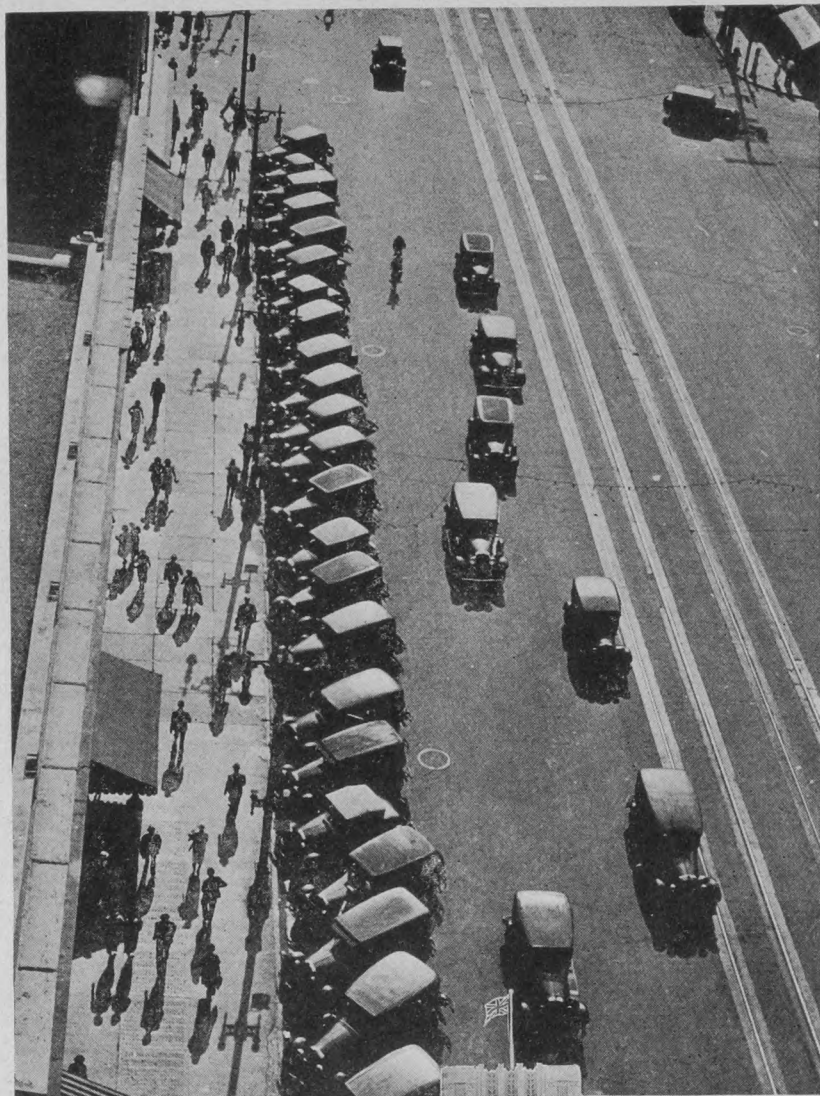
There are many things to be proud of in this city of ours, with its clean, wide streets, its many fine buildings and beautiful homes. The 439 miles of streets in Winnipeg include Memorial Boulevard, Portage Avenue and Main Street, three of the finest and widest thoroughfares in Canada, while the grass boulevards in Winnipeg's residential districts are admired by everyone.

Among the public buildings of interest to residents and visitors alike are such superb pieces of architecture as the Manitoba Legislative Buildings, the Civic Auditorium and the New Dominion Public Building. A link with an earlier generation is the City Hall which was formally opened in March, 1876.

Winnipeg also has over fifty public schools, several fully equipped hospitals including two municipal hospitals, one main public library with two branch libraries, stately university buildings and many other places contributing to the progress and enrichment of life.

Not to be forgotten are the numerous stores serving the needs of Winnipeg's population of a quarter of a million people. China and textiles from Europe, rugs from the Near East, silks and spices from the Orient—the finest quality merchandise from all over the world is brought to Winnipeg and sold by the city's modern stores.

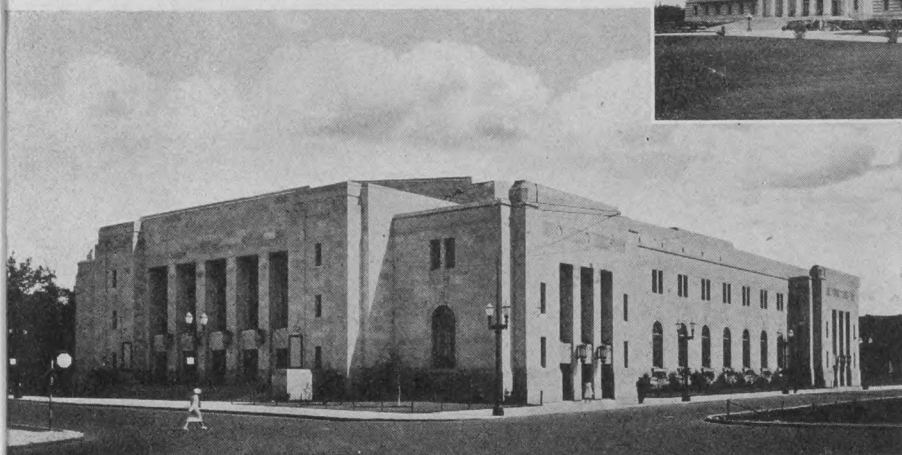
Residents and tourists alike find everything from gorgeous luxuries to trivial necessities displayed for their approval at prices which compare most favorably with those in other cities.



*Dominion Public Building.*



*Winnipeg's Auditorium.*



*Provincial Legislative Building.*

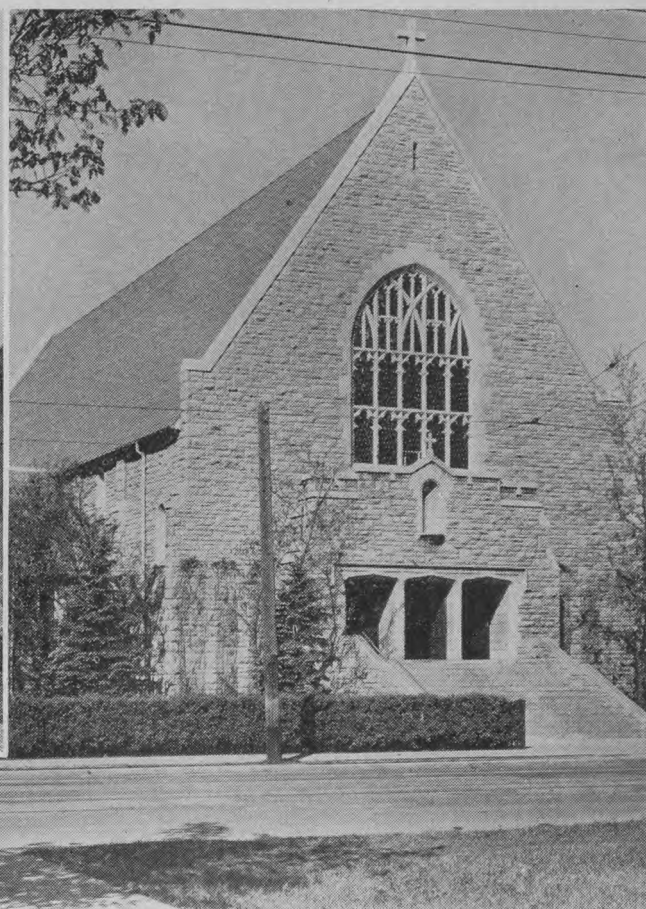
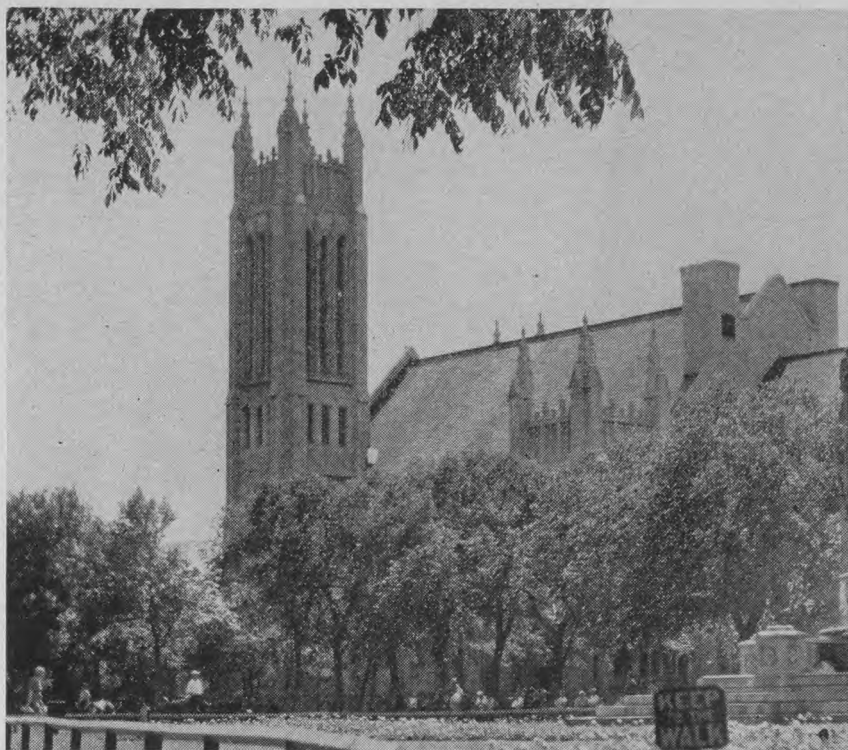




... the distinguishing mark of quality  
and fashion in furs

**Hudson's Bay Company.**  
INCORPORATED 2<sup>ND</sup> MAY 1670.





## FREEDOM TO WORSHIP

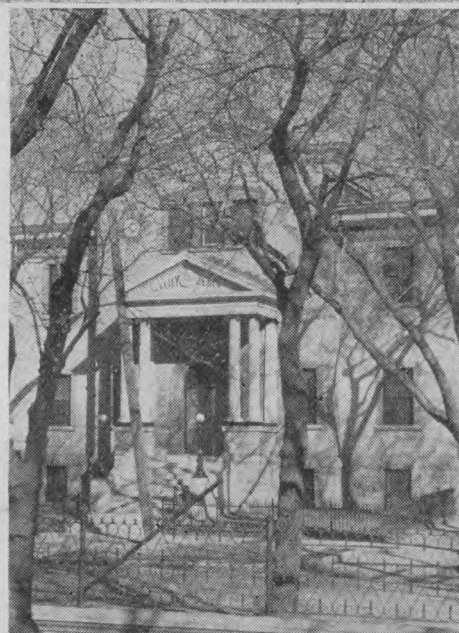
*Ay, call it holy ground,  
The soil where first they trod!  
They have left unstained what  
first they found—  
Freedom to worship God.*

HEMANS.

*Above, left, Knox  
United Church.*

*Above, St. Ignati-  
ous Roman Catholic  
Church. Right, a  
Jewish Synagogue.*

*Lower right, St.  
John's Anglican  
Cathedral.*



The above lines express the heritage left us by our forefathers and zealously guarded by the many different religious groups in Winnipeg. Many have come here from far-off lands in Europe to escape religious persecution . . . because here religious tolerance and freedom are part of our life. This is emphasized by the scores of churches of almost every faith to be found in Winnipeg.



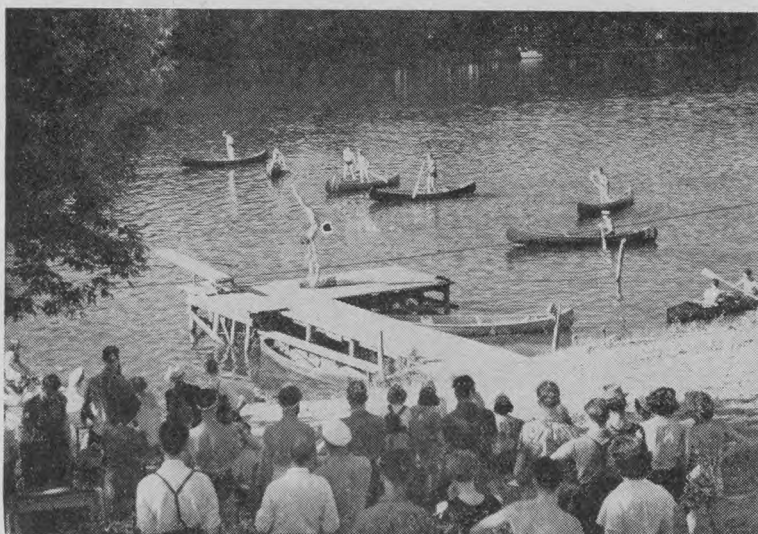




*Sailing on the Red River.*



*Bowling at one of Winnipeg's  
12 alleys.*



*Canoes abound on Winnipeg's Rivers.*

## Recreation and Sport

Winnipeg offers full opportunity for all-year 'round recreation, both indoors and out. With golf courses and many tennis courts within easy reach, its citizens take to the outdoors with enthusiasm from April to October. Its rivers play their full part winter and summer, providing excellent terrain for skiing and snowshoeing in winter,—sailing, canoeing, power-boating, rowing and swimming in summer. Every form of sport, indoors and out, is indulged in enthusiastically by Winnipeggers young and old.



*9th Hole, St. Charles Country Club.*

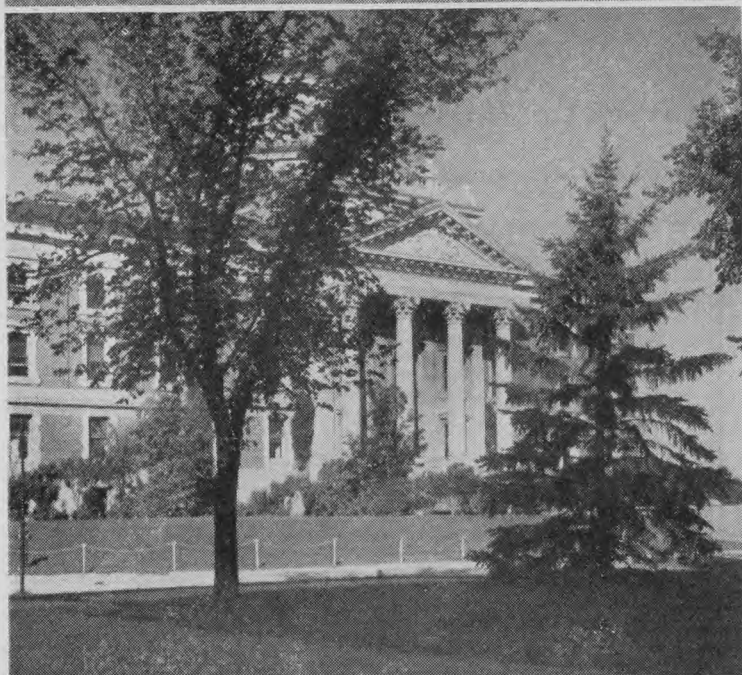


*River-Bank Skiing.*





*Above, the Science Building, fully equipped — at left a portion of the Engineering Building — lower left, the Administration Building.*



## University of Manitoba

The measure of a nation's culture lies to a great degree in its recognition of education as a factor in that culture. In its University, founded in 1877, Manitoba demonstrates her resolution to educate her sons and daughters to take their part in modern life. Since its foundation, 11,000 students have graduated, while a total of 5,800 undergraduates are presently enrolled. It is the sixth largest university in Canada, and the twelfth oldest.

Although from the nature of their work the faculties of Law and Medicine are located away from the campus, the remainder of the University proper is now situated on a bend of the Red River some six miles south of Winnipeg, where the Faculties of Arts, Science, Commerce, Engineering, Agriculture, Household Economics and Education are located. A large residence is conveniently located on the campus for the use of out-of-town students.





# VETERANS

DID YOU KNOW THAT YOUR SONS AND DAUGHTERS ARE  
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The six licensed Manitoba brewers and all the licensed Hotelkeepers in the Province have given \$15,000.00 to the University of Manitoba to provide scholarships for Manitoba War Veterans not otherwise adequately provided for, or for the sons and daughters of veterans.

A student must have clear Grade XI or Grade XII standing obtained as a result of Departmental examinations, but any student writing Grade XI may apply.

Obtain application form from your High School Principal, Department of Education, or Registrar at University of Manitoba.

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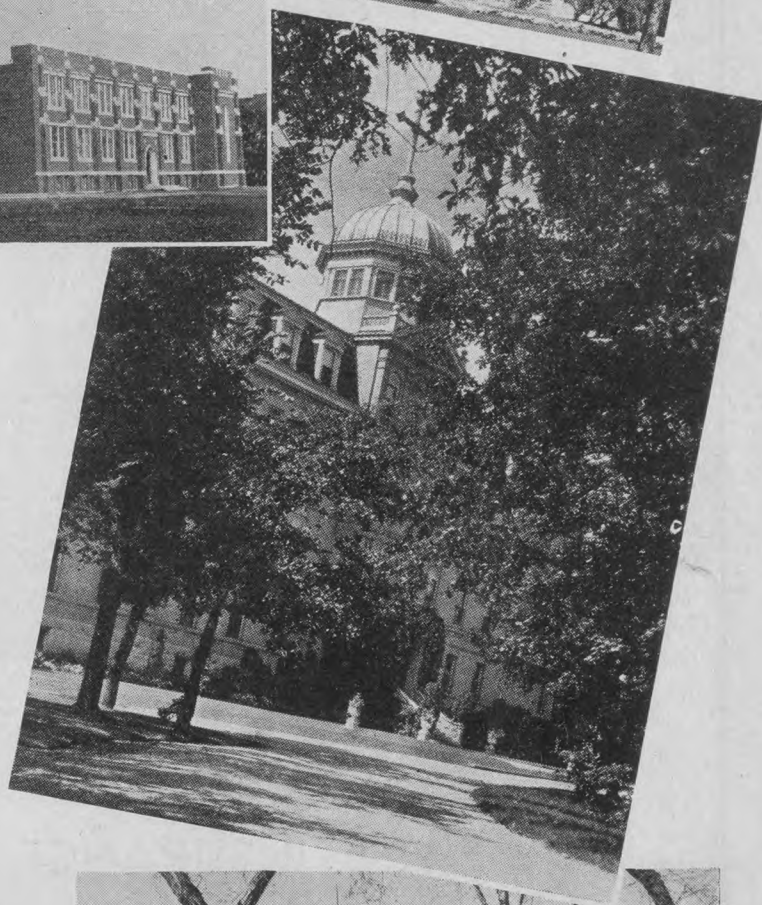
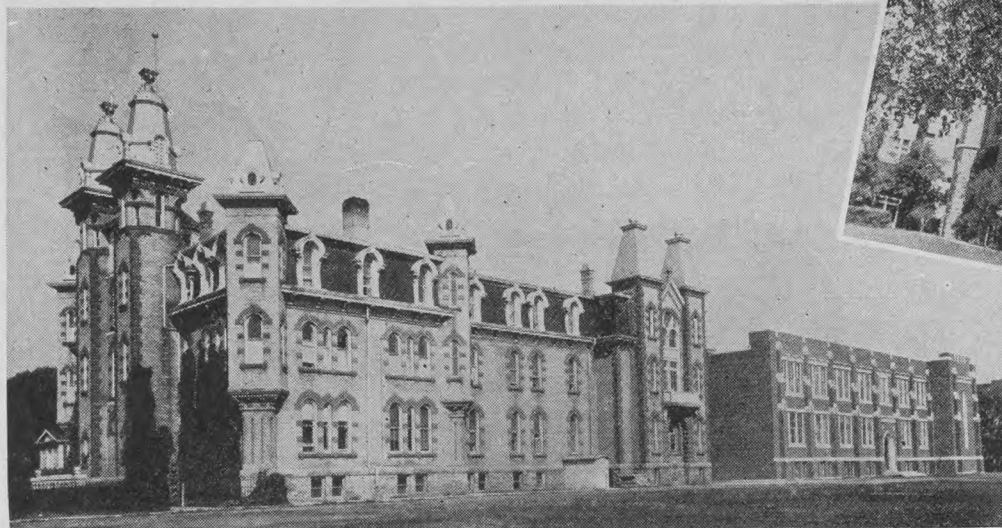
## J. J. Gibbons Limited

*Advertising Agency*

272 Scott Blk. WINNIPEG Phone 97 373



# Affiliated Colleges



Affiliated with the University and located in various parts of the city and province are many schools and colleges offering degrees granted by the University. Maintaining their own teaching staffs, in many cases their students take some of their lectures, in the more specialized subjects, at the University. St. Paul's, St. Mary's Academy and St. Boniface College are Roman Catholic: United College is operated by the United Church, while St. John's College is maintained by the Anglicans.

All the above institutions maintain residences for the use of out-of-town students.



(Top) St. Paul's College. (Right) United College, St. Mary's Academy and St. John's College.



# PROTECTION!

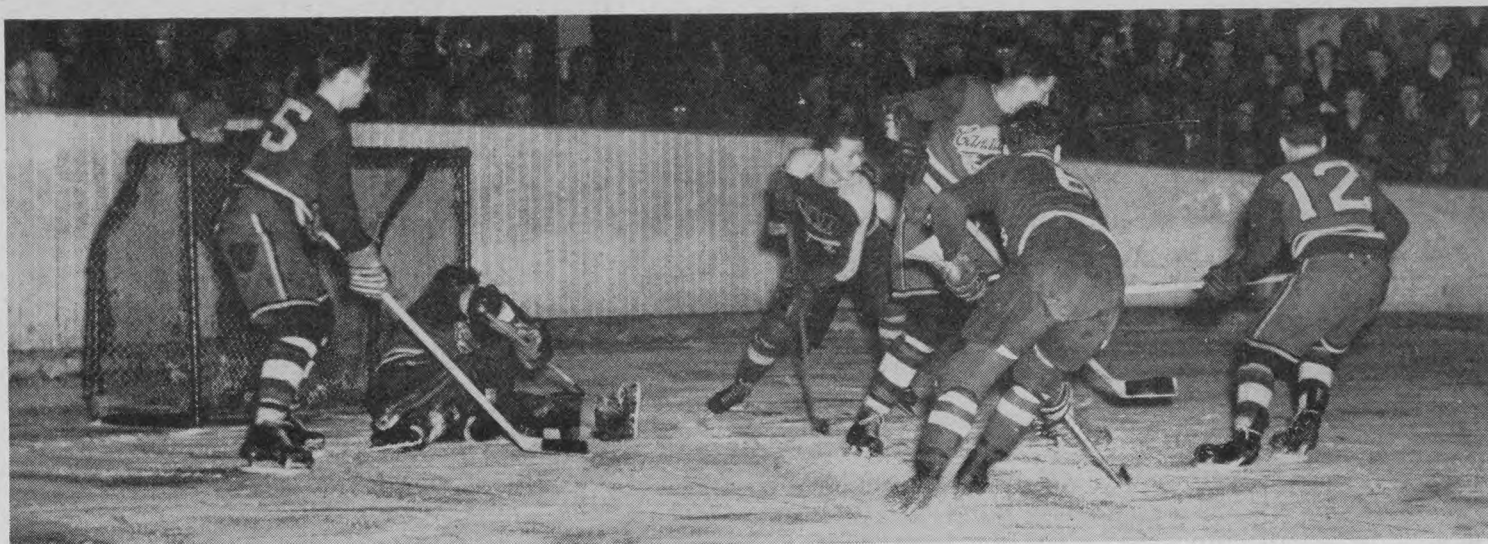


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*"Monarchs in action."*

## Competitive Sport



In the field of competitive sport the city has won many national honors and produced outstanding sports personalities. Hockey teams have won the Allan Cup five times and the Memorial Cup eight times. The Blue Bomber rugby club has won the Grey Cup on three occasions. The Toilers won the Canadian basketball championship. United Weston has won Dominion honors in soccer. Manitoba curling rinks have dominated the MacDonald Brier curling classic for years. Individual figures include Mary Rose Thacker, North American figure skating champion; Theo Dubois, American and Canadian sculling champion; Eric Coy and Robina Higgins, track and field champions. Yes, Winnipeg takes its sport seriously, without taking the fun out of it.

*(Left) The curlers bring one in.  
(Below) The Bombers convert one.*





# ELECTRO-CHANGE SIGNS CO. LTD.

## OFFERS A . . . *New* NEON SIGN WITH INTERCHANGEABLE LETTERS

This sign introduces a radical departure in Fluorescent Tube Electric Signs. The letters can be changed individually and at will, making it possible for you to alter your selling message daily, weekly, or as often as you wish.

The stand is a handsome baked enamel unit, supplied in a wide range of colors and sleekly trimmed with chrome. Additional letters for variety and replacement may be obtained at a reasonable cost. Plugs in any outlet.

Use the Electro-Change Sign as a window display, counter display, or in conjunction with other display material.

**Don't tie up your money in ONE old type sign.  
Buy Electro-Change and have a thousand.**

SEE OUR EXHIBIT AT BOOTH

## PRAIRIE DISTRIBUTORS LTD.

275 MARYLAND ST., WINNIPEG  
Phone 72 200

DISTRIBUTORS  
Nor. Ont., Man., Sask. and Alta.

# SAVE FOOD

# SAVE LIVES

•  
*Help Feed the Hungry*  
•

Space donated by  
**Riedle Brewery Ltd.**  
WINNIPEG

Compliments of . . .

*The . . .*  
**WALLINGFORD  
PRESS  
LIMITED**  
•

303 KENNEDY STREET  
WINNIPEG

PHONES: 96 488 - 96 489



# Winnipeg's Auditorium

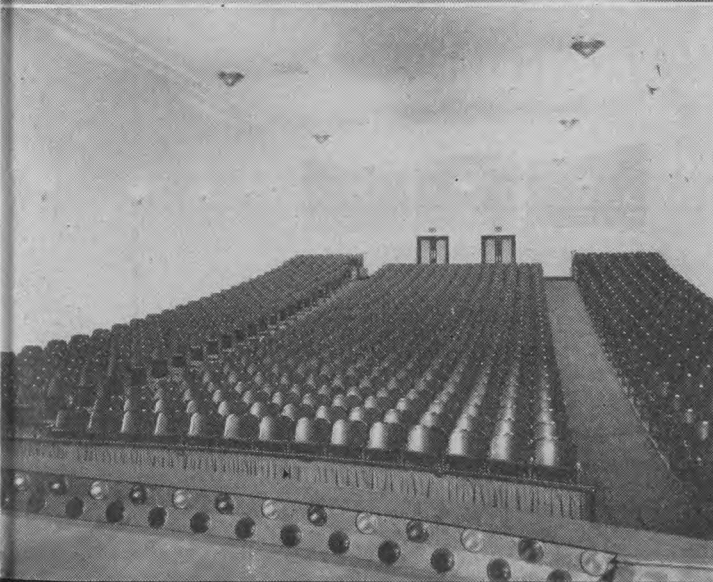
Since ancient Greek times, communities have realized that one of the finest assets they can possess is an adequate gathering place, where citizens can assemble in the interests of entertainment, culture, or political interest. In Winnipeg's Civic Auditorium, her citizens have the finest such building in Canada: a building which is included among the finest on the continent.

Spacious, well-designed and soundly constructed, the building serves many useful purposes. Home of the Celebrity series of musical presentations; operatic, symphony concerts and outstanding dramatic presentations make the Auditorium their Winnipeg home—as do famous dance bands when on tour. Local presentations, both musical and dramatic, also use the auditorium, and world-famous men and women speak from the Auditorium stage.

Operating under a special commission consisting of the Mayor, four aldermen, and four citizens, plus a small permanent staff of management, all of whom serve without compensation, the Auditorium well fulfills its function. Erected in 1930 at a cost of over \$1,000,000, the building occupies an area of an entire city block. It is centrally located in what will be the future civic centre of Winnipeg.

The large main hall seats 4,075: the concert hall 800. All seats are leather upholstered and built for comfort: view from every seat is unobstructed and both halls are acoustically perfect.

The Auditorium also serves as quarters for the Winnipeg Art Gallery, the Museum, while the wartime headquarters for the Manitoba Section of the Canadian Red Cross is still housed in the spacious basement.





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TO

**990**



*for Good Programmes*



## **Manitoba Telephone System**

*Long Distance Rates are Lower after 6.30 p.m.*

Insure Life and Property — Assure Peace of Mind

**FIRE — AUTO — HEALTH — LIFE**

**W. J. FERGUSON & CO. LTD.**

**INSURANCE — All Classes      AUTO FINANCE**

**810 Toronto General Trusts Bldg.**

Smith St. at Portage  
WINNIPEG

Phones 95 184 - 95 185

Compliments

**WESTINGHOUSE CO. (CANADIAN) LTD.**

158 Portage Ave. E., Winnipeg



**The MONARCH LIFE Assurance Company**

Head Office — Electric Railway Chambers, Winnipeg

**MANITOBA BRANCH      ●      WINNIPEG CITY BRANCH**

291 Garry St.

**SECURITY — SERVICE — SATISFACTION**



# COMMERCE

One of the characteristics of Western people is an attitude of vigor and optimism. In a climate conducive to action, vigorous and optimistic planning and hard work become a natural way of life. Business throughout the west reflects this attitude and tends to follow an aggressive course, aided by the friendliness and informality of the western personality.

*A view of Winnipeg's business district.*







333 MAIN STREET

HEAD OFFICE: WINNIPEG

The Home of Modern Insurance Protection

*The* CANADIAN FIRE INSURANCE COMPANY  
*The* CANADIAN INDEMNITY COMPANY

## WASSON'S

Alleys Now Available for Casual Bowling.  
 Phone for Reservations.

**Bowlery 91 031**

## Kingdon Printing Co. Limited

*Commercial Printers*

Office and Factory Forms — Color Work

197-99 Princess Street

Winnipeg, Man.

We Recommend for Your Approval our

## Butter-nut Loaf

"Rich as Butter — Sweet as a Nut"

"The Quality Goes in Before the  
 Name Goes on"

**Canada Bread Co. Ltd.**

Phone 37 144

Frank Hannibal, Manager

## Arborock Ltd.

MANUFACTURERS

### Processed Hardwood and Concrete Building Blocks

We wish to announce that our newly opened concrete building block factory is now in operation. In the near future Arborock Ltd. will open a wood processing plant which will transform soft woods into hardwoods for flooring, furniture, etc.

If you are building a new home, store or factory, consult us about your building material requirements.

You are cordially invited to visit our plant, situated at 695 Washington Ave., East Kildonan.

**Phone 501 434**

**SEE OUR BOOTH — No. 65**



# World Market for Grain

The flow of golden grain from Western Canada has transformed plains, once trodden by buffalo and Indian trappers, into fertile fields patterned with a maze of railroads, telegraph, telephone and hydro-power lines, and highways interspersed with cities and towns.

From the commencement of grain growing in Western Canada, Winnipeg, due to its favorable geographical position assumed the leadership in this industry and through the organization of the Grain Exchange in 1887 and its subsequent growth and development has become one of the principal grain trading centres in the world.

The expansion of grain growing in the prairie provinces may be gleaned from the

following comparative figures. In 1887 the total production of wheat was estimated at 14,000,000 bushels, whereas in 1945 the amount produced was 282,000,000 bushels, besides coarse grains which totalled 430,000,000 bushels.

In keeping with this expansion in grain growing the machinery, of grain handling and trading in Canada has likewise expanded and developed. The collection of grain at country points, its storage and shipment to central storage elevators and thence into export channels is now a business of immense proportions, which in large measure has reached a high degree of efficiency through the facilities provided by the Winnipeg Grain Exchange and its members.

*Trading floor  
Winnipeg Grain  
Exchange.*







## Meat For Millions

Meat packing is one of the major industries of Greater Winnipeg and may be considered the greatest of its kind in the Dominion of Canada. At least five different provinces ship livestock to the local packing plants with the three prairie provinces leading in supply.

In round figures, the inspected killings of livestock for the year 1945 are as follows:

Cattle.....	494,000	or 27%	of the Dominion total
Calves.....	160,700	or 20%	of the Dominion total
Hogs.....	954,000	or 17%	of the Dominion total
Sheep.....	256,000	or 22%	of the Dominion total

All packing plants handling livestock for distribution outside the province must be inspected by the Health of Animals Branch, Dominion De-

partment of Agriculture. Winnipeg is fortunate in that all its packing plants have this service which guarantees the consuming public a disease-free meat supply.

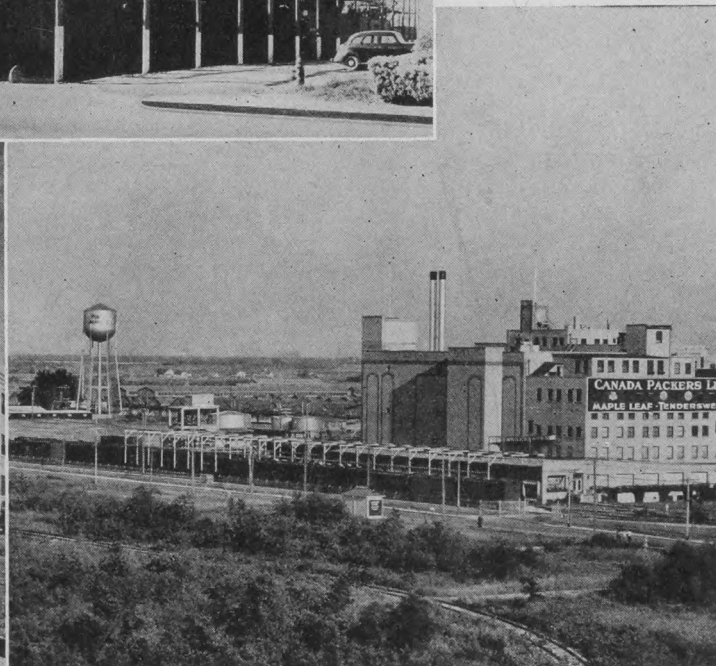
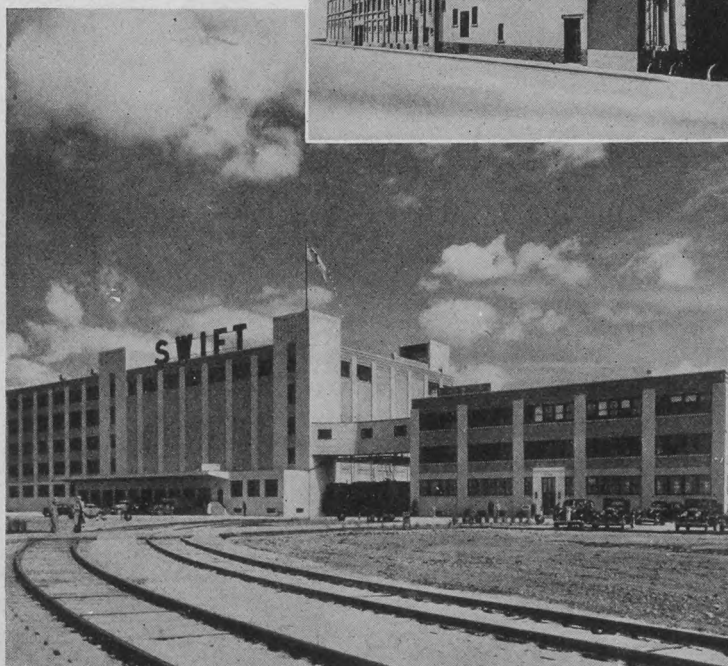
Canning of meats is one of the latest developments of the packing industry and Greater Winnipeg has the most up-to-date canning equipment to be found anywhere in the Dominion. The present yearly output of canned produce would reach 200,000,000 cans per year and our products have won an international reputation for quality.

The packing industry means a great deal to the community: it supports the livestock producer; provides employment for hundreds of men and women; supports railroads, power companies and suppliers of wooden and metal containers.

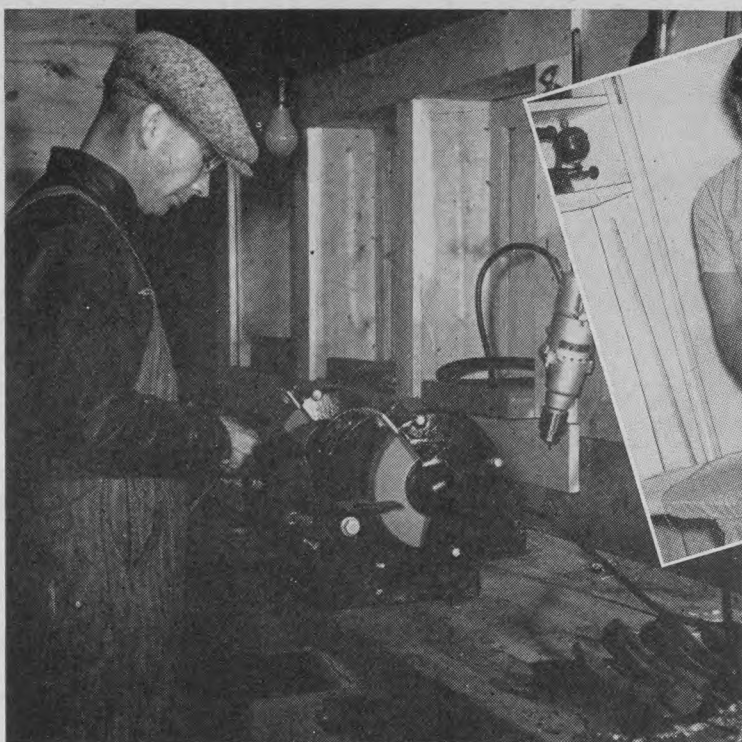
(Above)  
Bird's-eye view  
of the Union  
Stockyards.



(Below)  
Views of three  
modern meat  
packing plants.







*Electricity is handy on the farm.*



Abundant electric power is put at the disposal of industry, home, and farm by the Manitoba Power Commission which was created in 1919 to enable rural Manitoba to share the benefits of the water power resources of the Winnipeg River.

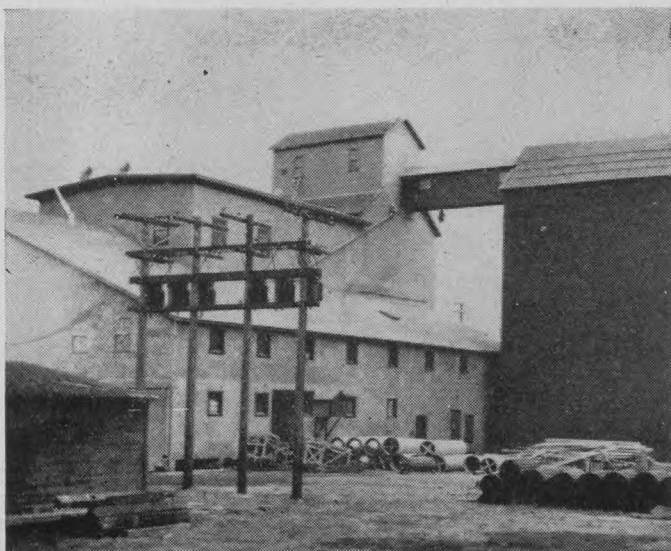
**INDUSTRY.** The uniformity of the power rate which establishes energy for industry at less than 1c net per kilowatt hour after the first 60 hours' use each month, gives every community on the System, from the smallest hamlet to the cities, an equal opportunity to attract industry.

**HOME.** The provincial hydro is striving to extend the urban mode of life to rural homes. Nearly 200 cities, towns, and villages are now receiving electric service and an additional 150 communities are scheduled for service as line material becomes available. The cost per kilowatt hour for both domestic and farm service is also less than 1c net after the first 150 hours' use each month.

**FARM.** Despite the low density of  $1\frac{1}{2}$  farms per mile, the Manitoba Power Commission has begun a programme of area coverage farm electrification, which when completed, will bring electricity to 53,000 farms. As far as is known, no other utility in the world has attempted such a project under these conditions. When the material shortage has abated the Commission's annual construction objective will be 4,000 miles of line to serve 5,000 farms.



*Centre left—Link Manufacturing Co., Portage.  
Lower left—Winkler Flour Mill.  
Lower right—Neepawa locker plant.*







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SIDING

INSULATION

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"Western Made for Western Trade"

## BUILDING PRODUCTS LIMITED

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Paper and Board Mill

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P.O. Box 2876

Telephone 97 211

Stocks carried in: SASKATCHEWAN, ALBERTA and BRITISH COLUMBIA

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DEPENDABLE

ZENITH COKE - CANMORE BRIQUETTES

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GALT COAL

STOCKED BY ALL RELIABLE DEALERS

Wholesale Distributors

### OSLER, HAMMOND & NANTON LTD.

WINNIPEG  
Phone 90 620

BRANDON  
Phone 4742

REGINA  
Phone 8477

*At Your Service*

## Western Engraving Bureau Ltd.

Art Work - Commercial Photography - Photo Engraving

Stereotyping - Molding Rubber Plates

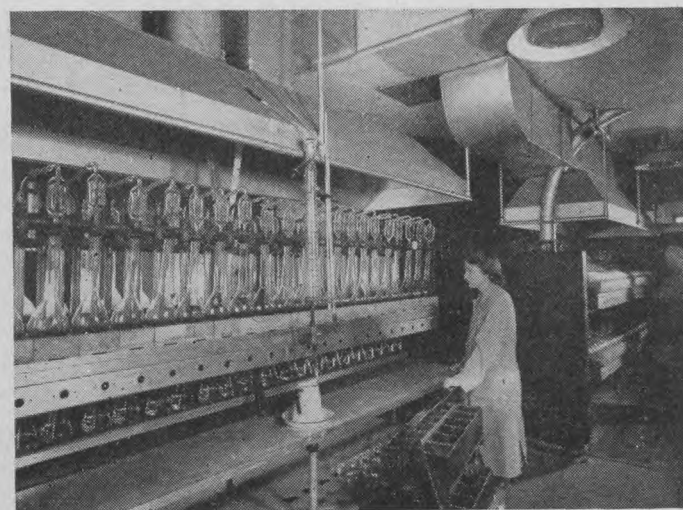
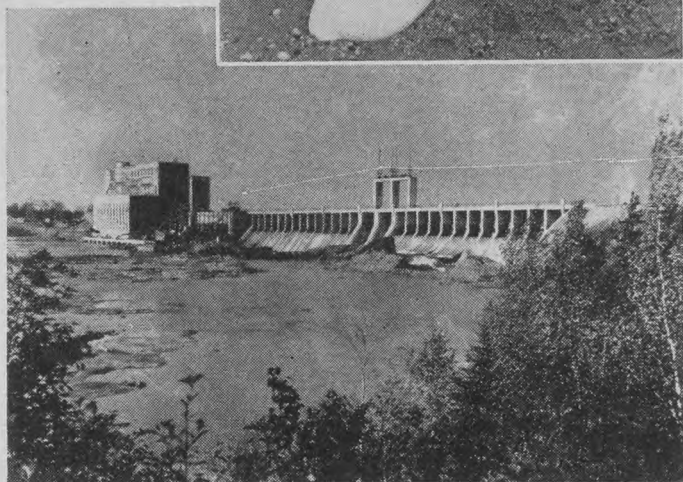
50 Charlotte St.

WINNIPEG

Phone 29 511



*Husky pups at Fort Churchill have a more than casual interest in this white whale. Below — Seven Sisters power plant on the Winnipeg River.*



*Above—Manitoba's fishing industry is prosperous and vigorous. Testing grain for protein content in a Winnipeg laboratory.*

## Manitoba's Natural Resources

In July, 1930, there took place one of the most significant events in Manitoba's history. At that time the people of this Province came into possession of their own natural resources.

Throughout the intervening years, careful planning has resulted in developments of outstanding benefit to the people of Manitoba. Each year Manitoba's mines have established new production records, have created new markets and provided new employment. Forested areas have become more accessible and our forest wealth has increased each year. Fur farming has become a major industry and the productiveness of wild fur producing areas has been substantially increased. New industries have been established. Consumption of hydro-electric energy has reached unprecedented levels. The tourist industry has become increasingly important.

With Canada at war, such developments became doubly important. More and more raw materials were needed in the defence industries. Ever increasing demands were placed upon foreign exchange: the increased development of Manitoba's natural resources became a matter of national importance.

Now with victory a reality, business men, prospectors, trappers, miners, engineers, sportsmen, fur farmers, fishermen, aviation companies and departmental officers are, with a large measure of public support, combining to make the natural resources of greater benefit to the Province, the Dominion and the Empire.



*Buyers from all over the world attend fur auctions in Winnipeg.*



# Common Sense Dictates Insurance



(1) Offices of Canadian Fire Insurance Company

The extensive agricultural and industrial expansion in the Prairie Provinces, forty and fifty years ago, combined to focus the minds of business leaders on the need for developing complete and reliable insurance facilities within Western Canada.

With the typical forthrightness of the pioneer, the thought became father of the deed and between 1892 and 1906 three Life Insurance and two Fire Insurance companies were established in Manitoba.

The Great-West Life was founded in Winnipeg in 1892, followed by the Canadian Fire Insurance Company in 1895 and the Wawanesa Mutual in 1896, with Head Office at Wawanesa, Manitoba. A few years later The Monarch Life and Sovereign Life opened their Head Offices in Winnipeg.

The first half-century of public service of these major Canadian insurance institutions has been marked by sound and substantial growth. Their stability of management has found a growing public acceptance, not only in their home province, where they are well-known as good friends and neighbors, but also wherever they are doing business throughout the North American continent.

Manitoba is proud of the splendid record of service and growth of these, her own pioneer insurance companies.



(2) Head Office, The Great-West Life Assurance Company.



(3) Head Office, Wawanesa Mutual Insurance Company



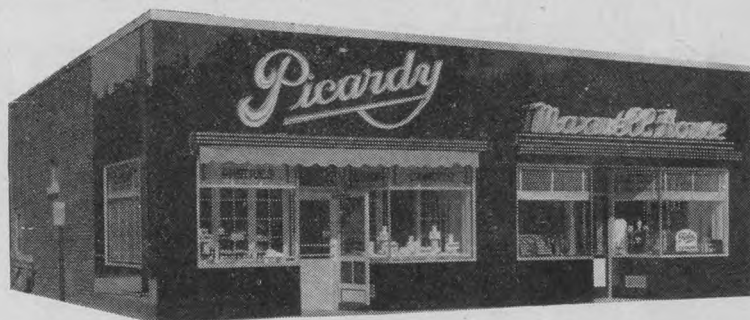


## Winnipeggers Live Well

Winnipeg enjoys excellent facilities for shopping. Well supplied stores, attractively designed and furnished, are an indication of the high standard maintained by the retail merchants of the city.

The quality of merchandise and variety of goods offered make the city's stores famous among travellers; making shopping a pleasure whether it be for home furnishings, clothing, groceries or luxury items.

Shoppers enjoy spacious and attractive surroundings with efficient personnel well trained to fill their requirements.



Centre, above—Front of store—Ralph McDonald Ltd  
Bottom left—Dress Fabric Section—T. Eaton Co. Ltd

Bottom right—Jewellery Section—Hudson's Bay Co.



# In Acknowledgment

*The thanks of the Winnipeg Sales and Advertising Club go to the following organizations for providing copy or photographs used in this programme.*

Canadian National Railway	City Hydro Electric System
Canadian Pacific Railway	Trans-Canada Air-lines
Canadian Pacific Airways	Manitoba Telephone System
T. Eaton Company Limited	Retail Merchants
Winnipeg Grain Exchange	Great-West Life Assurance Company
Manitoba Government	CKY
Industrial Development Board	CKRC
Hudson's Bay Company	CJOB
Winnipeg Electric Company	

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 HEAD OFFICE WINNIPEG  
 Branches in Principal Cities

Thousands of Canadians have already benefitted from the Living Protection plan. Write for information today.

# LOANS

FOR EVERY PURPOSE

We extend financing to individuals and firms for emergencies, clearing of debt, purchasing of cars or equipment and business opportunities.

**AUTO LOANS — PERSONAL LOANS  
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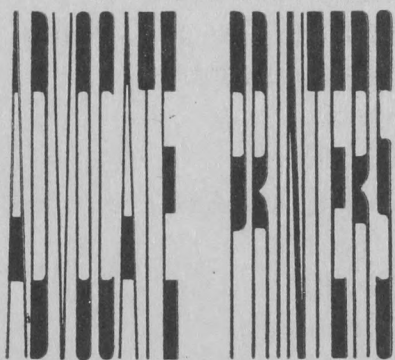
**Commercial Securities Corporation Ltd.**

C. H. McFADYEN, Manager

362 MAIN STREET

Private Exchange 93 444

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HOLD THIS SHEET AT EYE LEVEL

**WASH *More* CARS**  
 AT A GREATER PROFIT

WITH THE

*New*



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 STEVENSON AIRPORT WINNIPEG



**M. J. SYM PHOTOGRAPHIC LABORATORIES**

**The Home of Natural Color  
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Portraits - Industrial Photography

Scott Block — 274 Main St.

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# HOME SERVICE LEAGUE

*A Daily Radio Program  
for Women of Winnipeg*

At 9 to 9.30 a.m.  
Weekdays Over CKRC

Featuring Diets and Cooking . . . Information About  
Merchandise . . . Health and Beauty Tips . . . Advice  
on Repairs and Conservation . . . Children's Topics . . .  
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*Written, Directed and Produced by Winnipeg  
Talent --- Four Radio Artists Employed Full  
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